

**2021 Visit Loudoun Tourism Awards Entry Form**

**New Tourism Business of the Year**

**Criteria:** *This award recognizes excellence in the planning and development of a NEW tourism business and/or service that opened in calendar year 2021. Businesses in this category attracted visitors to Loudoun County, can demonstrate visitor spending and effective promotion of the business.*

# Business Name:

**Address:**

1. **Describe the rationale for opening the business and the process of development.**
2. **Provide an overview of your business/service as it relates to the tourism product of the county.**
3. **Provide an overview of the positive economic impact and improvement to the community.**
4. **Describe the marketing strategies used to differentiate your tourism business. Why were these strategies chosen and what was the result?**
5. **Describe or include materials/collateral announcing the opening or digital campaigns/ads and posts promoting the business.**

*Each nominee will be a guest of Visit Loudoun at the Annual Meeting & Tourism Awards program, which takes place during National Travel and Tourism Week on May 5, 2022, from 11:30 a.m.-2 p.m. (One guest per nomination.)*

*Please provide the following contact information for the nominee representative so that we may contact them regarding the nomination and request their RSVP at the awards luncheon.* ***Please provide a high-resolution portrait image or logo to represent the nomination for inclusion in the awards program presentation****:*

# Nominee/Nominee Representative Contact Information

* + This address is the nominee’s business address
  + This address is the nominee’s home address.

**Name:**

**Title:**

**Organization:**

**Mailing Address:**

**City:**

**State:**

**Zip:**

**Phone:** **Email:**

**Nominator Name:**

**Relationship to nominee:**

**Title:**

**Organization:**

**Address:**

**City:**

**State:**

**Zip:**

**Phone:** **Email**:

**Signature:**

# All nominations must be received by 4 p.m. on Friday, March 11, 2022.

***Please save your nomination form using the format below “award name”\_”nominee name”***

[***Go to*** https://www.visitloudoun.org/tourism-industry/industry-events/annual-meeting-tourism-awards/tourism-award-categories-nomination-forms/](https://www.visitloudoun.org/tourism-industry/programs/annual-meeting-tourism-awards/tourism-award-categories-nomination-forms/) ***and scroll to the bottom of the page for submission information***