



**VERMONT  
TRAVEL INDUSTRY  
CONFERENCE**

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The Vermont Travel Industry Conference (VTIC) is pleased to introduce the Governor's Award for Excellence in Tourism Marketing. Tourism is critical to the economic vitality of our state. This single award will recognize a tourism-related business, region, or association that has shown a clear understanding of the Vermont Brand and has successfully incorporated it into one or more marketing initiatives. The award will also recognize an ongoing commitment to Vermont's tourism industry. The Governor's Award for Excellence in Tourism Marketing will be presented during the banquet on Wednesday, April 7, 2010.

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## **GOVERNOR'S AWARD FOR MARKETING EXCELLENCE**

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### **Eligibility**

The Governor's Award winner will be selected by the Vermont Travel Industry Conference (VTIC) Board of Directors, and must incorporate or be built upon Vermont's brand identity. Award nominees can be from any of the following categories:

- Print/collateral material
- Broadcast advertising or film/audio visual
- Niche marketing
- Co-op marketing
- Internet, interactive or other electronic travel promotion
- Special promotions, such as outdoor advertising, publicity events, special events, public relations, industry/public awareness, or other marketing or creative product.

### **Judging Criteria**

Entries will be reviewed on an individual basis to determine how well the entrant addressed the following criteria:

- **STRATEGY.** Clear objectives.
- **CREATIVITY.** Project design, development, implementation, message delivery and originality; selection of media or promotional vehicle, and use of visual or written material, etc.
- **INNOVATION.** Utilization of a new approach, developing new markets, unconventional campaigns to old markets, or pioneering use of technology, cost savings or leverage investment techniques, etc.
- **RESULTS.** Achievement of stated objectives. For example, visitor count increases, increase in market share, increased ROI, reduced unit costs, reader, viewer or listener impressions, economic impact, and/or related data, achieving extended visitor stays, increased visitor satisfaction, greater distribution of literature/material, etc.
- **BRAND.** Demonstrated understanding of Vermont's brand value by incorporating or building upon Vermont's brand identity in marketing campaigns.

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## **GENERAL INFORMATION**

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**QUESTIONS?** Cindy Delaney, (802) 865-5202, email: [cindy@delaneymeetingevent.com](mailto:cindy@delaneymeetingevent.com)

**DEADLINE:** Entries must be received by close of business on **Friday, March 19, 2010.**

**MAIL ENTRIES TO:** Cindy Delaney, Conference Coordinator, VTIC, Inc. One Mill Street, #301  
Burlington, VT 05401

# 2010 Vermont Travel Industry Conference

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## Governor's Award for Marketing Excellence

*Please type or print your submission. Use additional paper if necessary.*

**NOTE: All judging criteria must be addressed in the written application.**

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Name of Nominated Organization: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Type of marketing initiative (print, web, event, niche, broadcast advertising, film/video, co-op, special promotions, etc):

Describe the marketing effort and why it was so successful:

Describe the strategy:

Why was this concept creative?

Why was it innovative?

Summarize the measurable results from the initiative:

Describe how the initiative integrated the Vermont brand into the message:

Other information, which would help the committee in its deliberations.

Please forward as much back-up information on this initiative as possible (sample pieces, video, web site, collateral material, etc)

Name of Sponsor: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_