



2017 Governor's Tourism Award Categories

Recognizing Excellence in Arizona's Travel and Tourism Industry

Outstanding Marketing Campaign – Rural/Urban

This award recognizes the best marketing program or campaign that attracted domestic or international visitors to Arizona. The marketing program or campaign must use any of the following marketing disciplines: advertising (e.g. print, radio, outdoor, TV or digital), print collateral (e.g. visitor guides), social media, website content, or public/media relations.

Outstanding Tourism Partnership – Rural/Urban

This award recognizes any campaign, program, tour, publication, event or other activity that is the result of a co-operative partnership between two or more destinations, businesses or organizations that shared resources to promote a common tourism experience or product and attracted domestic or international visitors to Arizona.

Outstanding Arizona Cultural and Historic Preservation

This award is presented to the individual, organization or community that has made the most significant contribution toward the cultural and/or historic preservation of some aspect of the natural, cultural or aesthetic legacy of Arizona to inspire domestic or international visitation to the state.

Tourism Spirit of Service (Individual, Group, Event, or Attraction)

The Spirit of Service Award is presented to the individual, group, event or attraction who best exemplifies the Arizona tourism industry's commitment to exceptional customer service.

Tourism Hall of Fame

The Tourism Hall of Fame Award is presented to the individual who has earned a lifetime distinction through many years of active involvement in tourism and unique contributions to the betterment of the industry and the State of Arizona.