



## 2021 Governor's Tourism Award Categories

*Recognizing Excellence in Arizona's Travel and Tourism Industry*

### **Best Marketing Campaign**

This award recognizes the best marketing program or campaign that attracted domestic or international visitors to Arizona. The marketing program or campaign may 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. Include applicable results to show success of the program.

### **Best Tourism Partnership**

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. Include applicable results to show success of the program

### **Best 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.

### **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.

### **Spirit of Service – Crisis Response (Individual, Group, Event and/or Attraction)**

This award honors an individual, group, event or attraction for their above-and-beyond response to the global health crisis. The response can be in the form of a community project, innovative marketing campaign, and/or the implementation of safety standards to keep visitors safe and our industry viable.

### **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.