



## 2017 VIRGO TRAVEL & TOURISM AWARDS DEADLINE FOR SUBMISSION – March 15, 2018

The VIRGO Travel & Tourism Awards Program is organized by the Virginia Association of Destination Marketing Organizations (VADMO) and is open to individuals, businesses, organizations or other entities located in the Commonwealth of Virginia. The program is open to VADMO members and non-members. *Entries must have been produced between January 1, 2017 and December 31, 2017*, and should pertain to programs that promote travel to and within the Commonwealth of Virginia, not outbound travel.

### ENTRY PROCEDURES

Enter at [vadmo.org/2017-Virgo-Nominations](http://vadmo.org/2017-Virgo-Nominations)

- All nomination material will be submitted electronically using this form.
- Choose the appropriate category for submitting each entry.
- Material may not exceed 10 pages in total and may be submitted in MS Word, PowerPoint, or PDF. (*Nominees will also bring their nominations to VA-1*)
- Create and display submission entry mounted black foam board no larger than 20" x 30". Include submission application and supporting materials on back of board.
- All entries will be displayed at VADMO Tourism Symposium in April 2018.

### COST

- First Three Entries: VADMO member \$35 each | Non-members \$50 each
- Fourth Entry (plus): VADMO member \$25 each | Non-members \$40 each

**Please make checks payable to:** Virginia Association of Convention and Visitors Bureaus (VACVB) or call the office to make a credit card payment with VISA, MasterCard or AMEX. *All entries must be accompanied by appropriate entry fees submitted to:* VADMO/VIRGO Awards P.O. Box 3363, Warrenton, Virginia 20188 or by making payments on the VADMO Virgo Award payments page – [VADMO.org](http://VADMO.org)

### DIRECT VIRGO AWARDS QUESTIONS TO:

Virginia Association of Destination Marketing Organizations (VADMO), 540.904.4710  
[info@vadmo.org](mailto:info@vadmo.org). Submit Virgo entries to <http://vadmo.org/2017-Virgo-Nominations/>.


### AWARDS CEREMONY

The 2018 VIRGO  
Tourism & Travel Awards  
will be presented at the  
2018 VADMO  
Tourism Symposium,  
April 22-24, 2018.

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## AT A GLANCE

### Nomination Process



1. Go to [VADMO.org](http://VADMO.org) and review Virgo Award Guidelines
2. Pair your chosen entries with available Virgo categories
3. Answer necessary questions and include corresponding art
4. Submit entry online with entry fee - [VADMO.org](http://VADMO.org)
5. Bring copy of information and up to a 20"x30" art board to VADMO meeting in April 22, 2018.



# STEP 1 | SELECT YOUR CATEGORY

## ■ A-1. ADVERTISING AND PROMOTIONS – DMO BUDGET UNDER \$1 MILLION

**Print:** Brochures, magazines, newsletters, supplements or ads (including print ad campaigns).

**Interactive:** Web sites, interactive CDs/DVDs, thumb drives, kiosks. Note: Please keep in mind that judges may not be able to view an entire presentation.)

**Broadcast:** Television, radio (including multi-spot broadcast campaigns).

**Online and eMarketing:** Digital campaigns, pay-per-click, e-mail, eNewsletters, social network marketing.

**Combination:** A combination of these advertising media.

\*Please note if your marketing initiatives are specifically focused on increasing international travel.

## ■ A-2. ADVERTISING AND PROMOTIONS – DMO BUDGET OVER \$1 MILLION SEE CATEGORIES AS DESCRIBED ABOVE.

## ■ B. DESTINATION EVENT OF THE YEAR

Events, festivals, sport tournaments, concerts, reenactments, shows that generated a significant number of visitors.

## ■ C. NICHE TOURISM

Creative and successful tourism initiatives that showcase a destination's niche tourism market.

May include, but is not limited to the following types of tourism: **ECO/ADVENTURE; CULTURE/HERITAGE; PHOTOGRAPHIC; RELIGIOUS; ARTS & MUSIC; SPECIAL INTEREST/OTHER.**

## ■ D. REGIONAL MARKETING INITIATIVE

Two or more cities, counties or towns that have established a program, event or campaign that markets a region as a consolidated destination.

## ■ E. VISITOR CENTER OF THE YEAR OR VISITOR CENTER MANAGER OF THE YEAR

Parks and Recreation Departments, Visitor Centers and Civic Centers – OR – Visitor Center Managers that exemplify the very best in hospitality and leadership while balancing the daily duties of operating a state-certified visitor center.

## ■ F. SALES MANAGER/TEAM OF THE YEAR

Honors the sales efforts of an individual or team whose destination greatly benefited from the direct booking of a meeting/convention resulting in significant economic impact, media attention and/or additional bookings.

# STEP 2 | FORMAT INFORMATION

## CATEGORIES A – D

1. Project budget size
2. Purpose and objectives of the program
3. Target audience/market and a description of the program/message to be communicated.
4. Evaluation - results and effectiveness of project.

## CATEGORIES E – F

Please submit a summary (500-750 words) of the individual's contribution to tourism promotion and development, as well as a photograph and support materials (newspaper article, photos, etc.) of the nominee.

# STEP 3 | DEVELOP PRESENTATION

All entries and forms must be completed by March 15, 2018,  
via <http://vadmo.org/2017-Virgo-Nominations/>

Nominations will receive an automatic five-point deduction for each day after the due date.  
No exceptions.

## A-D PRINT MATERIALS

- Print entry form and mount on back of black foam board (20" x 30" or smaller) with the item to be judged mounted on the reverse side.
- Develop display representing your submission, i.e. showcase examples of materials, feature prominent images and text that support your entry.
- Websites must have home page URL addresses. If there are multiple pages or sites we suggest attaching a document with the electronic submission explaining each site page and purpose that you want to be evaluated.
- All multi-media entries must be cued. A standard laptop, or computer will be utilized by the judges to view Multi-Media entries.

## E-F LEADERSHIP CATEGORY

- Submit a single or double-sided summary (500 -700 words) of the individual's contribution to tourism promotion and development.
- The essay, as well as a photograph and support materials (newspaper article, photos, etc.) of the nominee, along with the entry form should be placed inside a sleeve protector and mounted to the display board.

# JUDGING

# GET YOUR GRADE

## ■ JUDGING CRITERIA

All entries are evaluated by impartial judges. Each entry will be graded on a 100-point scale, based on the following criteria:

### 10 Points | Entry Presentation

Design, innovation, and thoroughness of entry presentation and application. Nominations must also adhere to entry procedures and respond to specific criteria outlined in the judging criteria.

### 30 Points | Quality

Quality of design, concept, execution and materials/medium. Creativity in project design, development, implementation, message delivery and originality.

### 30 Points | Efficiency

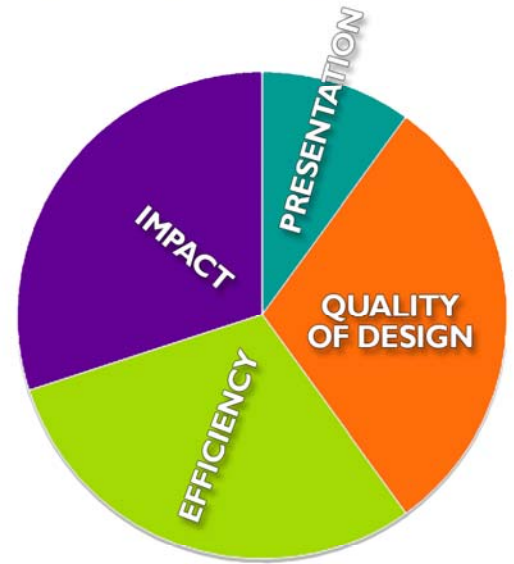
Effective use of materials, manpower, resources and budget. Describe the purpose and various elements of the program, activity or campaign.

### 30 Points | Community or Economic Impact

Entries are only required to meet either community or economic impact, so nominations will not be penalized for lacking both community and economic impact. Entries must specify which criteria they are addressing (Community or Economic Impact). Entries emphasizing both community and economic impact may address criteria in the application.

**COMMUNITY** – Impact of the program on the community regarding community pride, involvement and enhancement. Identify the message that was relayed to governmental officials, other industries, entire communities, educators or other audiences that might have been impacted by the program or campaign. Describe the program/campaign and how it shaped public opinion regarding economic cultural or social importance of travel and tourism.

**ECONOMIC** – Impact of the program on the community in terms of new business, revenue, exposure, etc. Clearly state the results achieved, such as increased visitor counts, market share, economic impact and ROI; improved reader, viewer and listener impressions; and related data.



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# NOTES

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