



TOURISM MEDIA AWARD

Presented by : WTU Global Secretariat

This award recognizes a media company whose exceptional coverage of a tourist destination, tourism-related event or products/services helped entice more people to visit the destination, attend the event or purchase the products/services.

CRITERIA:

The media project of the nominee will be evaluated for the following:

- ◆ Advanced understanding of the reported tourism destination, product or services.
- ◆ Encouraged moves for positive change in the local tourism industry
- ◆ Increased tourism in the region.
- ◆ Photo - outline date of publication, publication name and page number; attach news photo to nomination.

ELIGIBILITY:

A broad range of material will be considered eligible*:

- ◆ Television (programme, feature, or short film) or radio (documentary, news or commentary): For both radio and TV, include dates of broadcast and attach VHS/cassette tape/CD-ROM/DVD of the event, event preview report and/or post-event report.
- ◆ Article or photo featured in any type of public print media (outline the date of publication, publication name and page number; attach feature article or photo).
- ◆ Public relations activity

**All material must be of professional quality and contain accurate information relevant to tourism, and must have appeared in print or been broadcasted in the year prior to September '04. Nominators are encouraged to include a copy of the media coverage upon which this nomination is based, if available.*

PRESENTATION:

The winner of the 2004 WTMS Tourism Media Award, along with other Award winners will be recognized at the 2004 WTMS Awards Ceremony held during the evening of November 23, 2004.

NOMINATION FORM TOURISM MEDIA AWARD

Name of Nominator:

Position/Title:

Institution:

Institution Address:

Phone (include country & area code):

Fax (include country & area code):

Email address:

Website:

Name of Nominee:

Position/Title:

Company name:

On a separate page, please provide the following information:

- Please give a brief summary of the media project.
- What are the intended use, audience, and distribution plan?
- How did the media support increase tourism to the region or raise the profile of the event, products or services?

Are you providing any supporting materials? (please circle) Yes /No

(Remember to attach the "Supporting Materials Form" and mail it along with your supporting materials.)

Signature of Nominator

Date (YY/MM/DD)