



TOURISM PARTNERSHIP AWARD

Presented by : WTU Global Secretariat

This award recognizes the outstanding contributions by two or more businesses or organizations, which combine their resources in creative, innovative ways to promote tourism.

CRITERIA:

Nominees must demonstrate their ability to inspire other cities and companies to work together in improving and enhancing the image of the local tourism areas. Achievements can take many forms:

- ◆ Improvement in delivery of services
- ◆ Innovation and creativity of approach
- ◆ Quality and effectiveness of marketing efforts
- ◆ Other measurable results i.e. jobs created, cleaner/healthier environment, increased tourist traffic
- Sustainability
- Impact on local tourism industry

ELIGIBILITY:

Partnership must have been in existence prior to June 2004 in order to be eligible. However, it may not be possible for newer partnership to sufficiently address the selection criteria and therefore difficult for the judges to adequately assess the long-term outcomes of the partnership.

PRESENTATION:

The winner of the 2004 WTMS Tourism Partnership Award will be recognized at the 2004 WTMS Awards Ceremony held during the evening of November 23, 2004.

NOMINATION FORM TOURISM PARTNERSHIP AWARD

Name of Nominator (main contact of the partnership):

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:

- List of Partners (including Contact Person; Organization; Address; Phone; Fax)
- Where does the partnership operate (city, country)?
- When was the partnership set up (MM/YY)?
- Describe the partnership outlining the shared vision, mission and goals that demonstrate a genuine commitment by the parties involved to the tourism industry.
- Describe the variety of contributions made by each partners (may include staff involvement, skill sharing, training, mentoring and contact with the local tourism industry etc).
- Describe how the partnership provides a genuine benefit to each partner (may include staff morale or commitment, improved reputation, community advantage, wider networking and/or other benefits).
- How did the partnership/alliance enhance the local tourism area at the state, national or international levels? Provide examples of the quantitative results achieved by the partnership.

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)