



# TRANSPORTATION AND TOURISM PROMOTION AWARD

Presented by : WTU Global Secretariat

This award recognizes a significant contribution to tourism through the provision of transport services.

### CRITERIA:

Nominee should demonstrate marketing innovation, strong and unique market positioning, creativity and effectiveness of marketing tools used in promoting and seeing the region as a tourism destination.

### ELIGIBILITY:

Nominee may be transportation providers and organized group tours and touring operators providing the following:

- ◆ Operators providing self-drive modes of transport
- ◆ Services that operate regularly according to published schedules or timetables
- ◆ Scheduled transportation
- ◆ Operators offering pre-packaged tours, sightseeing and guided tours, including cruises.

This category includes buses, coaches, airlines, ferries, trains, rental cars, campervans, boats, motorcycles, cycles etc. Nominee must offer a tourism experience as a significant part of their operation.

### PRESENTATION:

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

## NOMINATION FORM

### TRANSPORTATION AND TOURISM PROMOTION AWARD

Name of Nominator:	Relationship to Nominee:
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:

- Describe the scope and components of the nominee's transport operations (schedules, routes, prices).
- What value-added services does the nominee offer to enhance the tourism experience? (e.g. commentary, tourism videos, brochure distribution, guest speakers, interpretation).

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)