



FIRST ANNUAL

HEALTH TOURISM AWARD

2010 NOMINATION

CHECK ONE CATEGORY

Health Tourism (HT)

- Health Tourism Hall of Fame
- HT Advocate Award (media)
- HT Attraction of the Year
- HT Organization of the Year
- Event of the Year
- HT Employee of the Year
- HT Partnership Award
- Spas of the Year
- Spring Mineral Water Bottled
- International Center of the Year

NOMINEE – CONTACT INFORMATION

Nominee's Name: _____

Address: _____

City/State/Zip: _____ Phone: Fax: _____

Email: _____

NOMINATOR – CONTACT INFORMATION

Nominee's Name: _____

Address: _____

City/State/Zip: _____ Phone: Fax: _____

Email: _____



CHECK ALL MATERIALS ENCLOSED:

- One-page typewritten statement explaining why the nominee is deserving of the award (required)
- Supporting material, stapled to this form or enclosed in a binder/notebook (optional)

Rules and Regulations

1. See reverse side for each award's set of criteria.
2. You may make a copy of this blank form if you wish to fill out more than one nomination.
3. It is permissible to nominate your own attraction, event, organization or co-worker for any award, if desired. You may not nominate yourself for an individual award, however.
4. All nominations will be reviewed by an in-world panel of health tourism industry professionals. Afterward an out-of-state Panel of tourism professionals will select the award winners.
6. HTICC reserves the right to move a nomination into another category if appropriate, or to reject a nomination if it does not meet appropriate standards or criteria.
7. Winning nominations will not be returned; others returned if accompanied by a stamped, self-addressed envelope.
8. Winners will be announced December 15, 2010

Tourism Partnership Award

- Outstanding efforts by two or more businesses, organizations, attractions, events and/or individuals to combine their resources in creative, innovative and/or cost-effective ways to promote tourism in Alabama
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Enhancement of local, regional or state image as a tourism destination

CRITERIA

One or more of the award criteria must be covered in the nomination. It is NOT required that all be covered.

Tourism Organization of the Year

- Outstanding job performance by any Chamber, CVB, or tourism organization
- Outstanding economic impact statistics
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Development of new and/or improvement of existing programs that benefit tourism
- Active support of world health tourism industry
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others



Tourism Advocate Award (Media)

- Outstanding support of tourism by the print, broadcast or electronic media
- Award can go to an individual (travel writer, photographer, TV/radio reporter, etc.)
- Award can also go to a business (newspaper, magazine, TV station, website developer, etc.)
- Outstanding contributions benefiting tourism at the local, regional, state or national levels
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others

Attraction of the Year

- Outstanding performance by any attraction
- Outstanding economic impact statistics
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Additions and/or improvements designed to increase appeal to tourists
- Attendance increases (percent)
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others
- Winner will receive special coverage in the 2011 Official Hipponews Vacation Guide (Distributed to 500,000 potential visitors)

Tourism Employee of the Year

- Outstanding job performance by anyone employed in the health tourism industry,
- Support of new and/or existing projects that benefit health tourism
- Enhancement of local, regional or state image as a tourism destination
- Copies of bios and/or resumes
- Letters of recommendation from others

Health Tourism Hall of Fame

- Outstanding career contributions benefiting health tourism.
- Pioneering or groundbreaking efforts in developing health tourism
- Enhancement of local, regional or worldwide image as a tourism destination
- Copies of bios and/or resumes
- Letters of recommendation from others
- Nominee must be retired from the travel industry

- Posthumous nominations permitted

Health Tourism Partnership Award

- Outstanding efforts by two or more businesses, organizations, attractions, events and/or individuals to combine their resources in creative, innovative and/or cost-effective ways to promote tourism in Alabama
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others

Event of the Year

- Outstanding performance by any event
- Outstanding economic impact statistics
- Quality and effectiveness of marketing efforts (ads, brochures, etc.)
- Additions and/or improvements designed to increase appeal to tourists
- Attendance increases (percent)
- Enhancement of local, regional or state image as a tourism destination
- Letters of recommendation from others
- Award can go to either an annual event or a one-time special event held prior to 11/1/10

SPRING WATER BOTTLED

SPAS

INTERNATIONAL CENTER