

GOVERNOR'S AWARDS FOR TRAVEL AND TOURISM

The Governor's Awards for Travel and Tourism recognize the passion and dedication of North Dakotans who have contributed to the growth of the travel industry. These awards were developed in 2017 with Governor Burgum's administration, which believes gratitude is foundational. Unless otherwise noted in the following descriptions, nominations can be made by anyone and are open to all North Dakotans.

Nominations will be accepted until February 28, 2023. Awards will be presented April 5 at the Governor's Luncheon during the annual North Dakota Travel Industry Conference.

2023 AWARDS

Heritage Award for a Front-line Tourism Employee

In North Dakota we share a friendliness that helps define who we are. This heritage of hospitality is based on our values and true interest in helping visitors discover our state. Nominations for this award should be made by employers recognizing an individual who provides outstanding customer service to visitors on a daily basis. This person could be employed in any area of the travel/tourism and hospitality industry including lodging, resort, restaurant, casino, gas station, retail, recreation, etc.

Sakakawea Award for Behind the Scenes Tourism Employee

Named for the Shoshone wife of Charbonneau, who assisted the Corps of Discovery through the Louisiana Purchase, this award celebrates the young woman whose work behind the scenes allowed for the journey to be successful and others today who share her spirit and commitment to helping others enjoy their journeys. Nominations should be made by employer, recognizing an individual who provides outstanding service behind the scenes in visitor-focused businesses. Examples would be housekeeping staff, cooks, administrative positions and technical staff, such as website designers. This person could be employed in any area of the travel/tourism and hospitality industry including lodging, resort, restaurant, casino, gas station, retail, recreation, etc.

The Legend Award for Travel & Tourism Industry Leadership

Our state's brand was built on the rich stories of historical legends like Lewis and Clark and Theodore Roosevelt, and also represents today's legends. These stories continue to engage visitors in authentic ways that help set North Dakota apart. The Legend award recognizes an individual who has demonstrated legendary leadership in the tourism industry statewide and beyond. This individual's long-term leadership in the areas of destination development must be proven by a significant impact in visitor spending and/or creating differentiated communities. Leadership should be demonstrated in multiple areas such as: tourism policy formation, advocacy, collaboration and participation in industry events and associations. This award may be given to a former recipient if dramatic enhancements have happened to their destination, attraction or event since the award was last received, a minimum of 10 years prior.

Amplifier Award for Marketing Excellence

Communication channels and tactics increase and change daily amplifying the need for strong marketing. Today's influential marketers need to break through the clutter and drive action. Technology also provides the opportunity for North Dakota to market and be considered along with destinations around the globe. The Amplifier Award is given to a tourism person or entity who has developed a marketing strategy that has resulted in increased awareness, image, and visitation. This award can be given to an individual, team, agency or organization showing excellence in marketing.

Trailblazer Award for Tourism Innovation

North Dakota history is full of leaders who blazed trails across our state, from oxcarts to today's mountain bikes. This award acknowledges the spirit of perseverance and creativity in developing unique North Dakota offerings and is given to an attraction, event, person, group, or organization that has been innovative in improving visitor experiences in North Dakota. Eligible for private public partnerships, collaboration between entities, creating unique packages, engaging community members, etc.

Flint Firestarter Award for a Tourism Development Project

For more than 11,000 years Native Americans mined flint and used it to make tools, sharpen edges and to trade for other needed goods. Knife River flint, found in western North Dakota, was the best quality and once more valuable than gold. Today flint is still used to start fires which is representative of our destination development award. This award recognizes a new offering that has attracted visitors or has the potential to enhance the visitor experience by offering services, amenities, and spark future development.

Wade Westin Award for Marketing

Nominations should be made by a peer in the industry. This award will be given to a stand-out marketing initiative. The honor may go to a marketing project, a specific campaign, a marketing team or cooperative project, or a marketing guru who uses innovative ideas to attract more attention and thus visitors to North Dakota. Nominations should include details of the marketing initiative, how it was integrated and leveraged for maximum exposure, and the measurable results. Nominations will be evaluated on their uniqueness, innovation, and results. *This award will only be given with the Award Committee's approval of an exceptional nomination and results.

NORTH
Dakota Be Legendary.

TRAVEL INDUSTRY CONFERENCE
April 3-5, 2023, Radisson Bismarck, ND

**REGISTRATION & AWARDS
NOMINATION FORM**

DMAND
DESTINATION MARKETING ASSOCIATION
OF NORTH DAKOTA

2023 ND TRAVEL INDUSTRY CONFERENCE REGISTRATION FORM

Name _____
Organization _____
Additional Attendees _____
Address _____
City/State/Zip _____
Phone _____
Email _____
Special Dietary Needs _____

Yes, I want to be a sponsor/exhibitor

- Bronze - \$500 (includes 1 registration)
- Silver - \$750 (includes 1 registration)
- Gold - \$1,500 (includes 2 registrations)
- Platinum - \$2,500 (includes 3 registrations)
- Diamond - \$5,000 (includes 4 registrations)

Sponsor benefits and more information at:

<http://www.ndtourism.com/travelindustryconference>

Early Bird Registrations due by February 28, 2023.

\$200

Registration on or after March 1, 2023.

\$250

No refunds will be given after March 20, 2023.

For credit card payments, register online:

<http://www.ndtourism.com/travelindustryconference>

To pay by check, make payable to DMAND and send registration form and payment to:

Registration:

Mail form and payment
(payable to DMAND) to:
Bismarck-Mandan CVB
Attn: NDTIC
1600 Burnt Boat Drive
Bismarck, ND 58503

Sponsor Information:

Lindsey Morey
(701) 557-7119
lindsey@bmcvb.com

2023 ND TRAVEL INDUSTRY CONFERENCE NOMINATION FORM

I nominate _____
Nominee's organization _____
Address _____
City/State/Zip _____
Phone _____
Email _____
Website _____
Nominated by _____
Phone _____
Email _____

Nomination in the category of:

- Heritage Award for a Front-line Tourism Employee
- Sakakawea Award for Behind the Scenes Tourism Employee
- The Legend Award for Travel & Tourism Industry Leadership
- Amplifier Award for Marketing Excellence
- Trailblazer Award for Tourism Innovation
- Flint Firestarter Award for a Tourism Development Project
- Wade Westin Award for Marketing

With each nomination, please attach a one-page narrative (written with the award criteria in mind). Please also include or email a photo of the nominee.

Submit nominations on or before February 28, 2023 to:

Fred Walker
North Dakota Dept. of Commerce Tourism Division
1600 E. Century Ave., Suite 6
Bismarck, ND 58502
fwalker@nd.gov
(701) 328-3502

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DESTINATION MARKETING ASSOCIATION
OF NORTH DAKOTA