



## *Award Categories*

- **The Governor's Tourism Legacy Award** – This award will be presented to an individual who has shown a long lasting contribution to the industry over the years. The recipient of this award will have shown leadership and have contributed greatly to the progress of Wisconsin's tourism industry.
- **The Governor's Tourism Rising Star Award** – This award will be presented to an individual who is new to the tourism industry – within the last 5 years – and has shown leadership, commitment and a passion for Wisconsin's tourism industry.
- **The Governor's Tourism Stewardship Award** – This award will be presented to a business or community that uses and or promotes sustainable business practices.
- **The Governor's Tourism Service Excellence Award** – This award will be presented to a business that has achieved significant success and growth by providing exceptional service to their community through employee development, job growth or involvement in their community.

## *Submission Questions*

Please note submissions are **only accepted online** and the response to each of the questions should be 200 words or less.

### **Legacy and Rising Star Awards – Submission Questions**

1. Please describe the professional background of the individual.
2. Describe activities in the tourism industry that qualify this person for this award.
3. How has this person demonstrated a commitment to the industry?
4. Why is this person unique? What sets them apart?
5. How did this person enhance the tourism industry in Wisconsin?
6. Please include any additional information that you would like to be considered.

### **Stewardship and Service Excellence Awards – Submission Questions**

1. Describe the project or program (purpose, strategy, audience, and budget).
2. What was the objective of the project?
3. What were the results? How was the success measured? (Media coverage, attendance, economic impact number.)
4. How did this project enhance Wisconsin's tourism industry?
5. What sets this project apart? Why is it worthy of the Governor's Tourism Award?
6. Please include any additional information that you would like to be considered.