



2020 Excellent Service in an Attraction Award Nomination

Important Dates

- January 27, 2020 – Nomination forms and guidelines are released
- March 2, 2020 – Deadline to return nomination forms
- May 6, 2020 – Excellence in Tourism Award Luncheon

Travel and tourism is an important sector in the economic vitality of Lincoln County. Each year our visitors spend more than \$100 million, generate nearly \$9 million in state and local taxes and support more than 1,400 jobs with a payroll of just under \$25 million. What keeps these visitors coming to Lincoln County is more than our attractions, events, lodging and restaurants. What makes North Platte and Lincoln County memorable is our people – the people within our tourism businesses who make our visitors feel welcome and deliver excellent customer service.

Excellent customer service delivered from every individual and entity is integral to the continued growth in tourism in Lincoln County. It is said that a visitors' experience in any destination is only as good as their interaction with the frontline employees they encounter. If our visitors have positive experiences with the people they encounter at our attractions, events, retail establishments, hotels and restaurants, they will see North Platte and Lincoln County as a warm and welcoming place and they will be predisposed to enjoy their time in our community – and to recommend a visit to their friends.

The North Platte / Lincoln County Visitors Bureau Excellence in Tourism Awards are geared towards promoting performance excellence within our tourism industry. These awards will recognize individuals and organizations which have demonstrated best practices and offer excellent customer service to our visitors. The awards will be announced during National Travel and Tourism Week at the Excellence in Tourism luncheon scheduled for May 6, 2020 at the Prairie Arts Center. **All nominators and nominees are strongly encouraged to make plans to attend the luncheon. The cost is \$15 per person, or \$120 for a corporate table of 8. Please RSVP to Amanda Connick, aconnick@VisitNorthPlatte.com.**

Awards will be presented in the following seven categories: Excellent Service within a Hotel, Restaurant, Retail Outlet, Event and Attraction; Volunteer of the Year; and Hero of Tourism. Please use the following nomination form to nominate an individual for an Excellence in Tourism – Excellent Service in an attraction Award.

North Platte / Lincoln County Visitors Bureau

Recognizing Excellence in Tourism in Lincoln County

2020 Excellent Service in an Attraction

Excellent Service – Attraction

This award is given to an employee (or volunteer) in an Attraction within Lincoln County who goes above and beyond expectations. They raise the bar for other employees, volunteers or other attraction personnel around them. This person not only provides exceptional service but helps to lead others into providing excellent service as well. They treat others with the utmost respect and encourage others to do more than the status quo. This person is looked at as a leader among their colleagues and takes pride in their job. Management can always trust them to complete tasks better than expected and within the given time frame. They strive to become a better person and worker every day. They are available when needed and always have a positive attitude.

NOMINATION INSTRUCTIONS

Each nomination must be accompanied by the completed cover page. (Attached)

On a separate sheet, provide at least three example(s) of how the nominee has gone above and beyond the scope of their responsibilities to provide a superior experience for visitors. For example, describe how the nominee served as a welcoming ambassador or how the nominee interacted with visitor(s) that resulted in a positive visitor experience. (Minimum of 300 and maximum of 400 words.)

You can make multiple nominations. Each nomination must be completed separately. Nominators can be from within or outside of the business or organization the nominee is associated with. Self nominations are accepted. Visitors Bureau staff and sitting Advisory Committee members may not be nominated nor make nominations. Visitors Bureau volunteers may be nominated.

It is recommended that you provide up to three letters of support for your nomination. Support letters must be included with your nomination. Please do not send letters of support separate from your nomination.

Nominations must be returned to the Visitors Bureau by 5:00pm on March 2, 2020. They can be emailed or dropped off to 101 Halligan Drive, North Platte NE 69101. If mailing your nomination, please allow plenty of time for the nomination to arrive at the Visitors Bureau by March 2. Late nominations will not be accepted. Email nominations to mclark@VisitNorthPlatte.com or lburke@VisitNorthPlatte.com.



Excellence in Tourism Excellent Service in an Attraction Nomination Form

NOMINATOR INFORMATION

Name _____

Business _____

Title _____

Address _____

Phone _____

Email _____

NOMINEE INFORMATION

Name _____

Title _____

Business _____

Address _____

Phone _____

Email _____

Please complete this cover page to accompany your nomination