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**2021 MARYLAND TOURISM AWARDS**

**MARKET EXPANSION**

**NOMINATION FORM**

**Note: Eligible nominations must successfully offer a Maryland tourism product into a wider section of an existing market, or into a new demographic or geographic market.**

**Nominee Information:**

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| **Nomination Name:** |
| **Contact Name:** |
| **Mailing Address:** |
| **City/State:** **Zip:** |
| **Phone number:** |
| **E-mail:** |

**Nominator Information (if different than above):**

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| **Name of Nominator:** |
| **Organization:** |
| **Mailing Address**: |
| **City/State:** **Zip:** |
| **Phone number:** |
| **Email:** |

**NOTE: Please limit the information provided per description to 200 words or less and include quantifiable results when applicable.**

* International, out of state and/or targeted demographic (30%)
* Creativity of the program – 25%
* ROI (cost of program in relation to attendance/visitor spend) - 25%
* Revenue generated (20%)