

# **2023 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:

Nomination Name:	
Contact Name:	
Mailing Address:	
City/State:	Zip:
City/State: Phone number:	Zip:

# Nominator Information (if different than above):

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%)