



The Shining Example Awards Program, an industry fixture since 1985, is comprised of 13 awards within 10 categories. Shining Example Awards recognize outstanding contributions in travel and tourism within the Southeast United States. This includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, West Virginia & District of Columbia.

Please Read Submission Requirements

- Nominations are open to Members and Non-Members of Southeast Tourism Society. You can nominate yourself/your organization or be nominated by a third party.
- Shining Example Award Nominations must be submitted online **by Thursday, June 13, 2024, by 5:00 pm EDT.**
- Nominations may be prepared in-house or by an advertising/marketing agency. Time period examined is November 1, 2022, through December 31, 2023, unless otherwise noted. It is permissible for the advertising agency or public relations firm of record to prepare an entry on behalf of the nominating organization. Entries selected will be honored under the name of the organization.
- The nomination form must be completed and submitted along with any supporting materials (newspaper articles, advertisements, brochures, photographs, or merchandising material). Aside from the company logo and letter of support, you are welcome to include additional supporting materials (Press releases, posters, brochures, newspaper articles, additional letters of support, etc.) but we ask that you limit actual photos/images to (5) total.
- A one-page letter must be included with each entry stating why the nominee is deserving of the award.
- There is a fee of \$75, per nomination, for STS members and \$100, per nomination, for Non-STS Members. If nominations are submitted by an advertising/marketing agency that is a member of STS, the member rate applies even if the nominee itself is not a member of STS.
- Send your nomination via an online form. **You will receive the link following registration. Email submissions will not be accepted.**
- 2023 award winners (Awarded at 2023 Connections in Jackson, Mississippi) are **NOT** eligible to win in the same category for 2024.

- Entries become the property of Southeast Tourism Society and will not be returned.
- It is anticipated that one award will be presented in each category (unless otherwise noted). The judges, however, reserve the right to present special awards or honorable mentions or to not present an award in a particular category.
- Entries are judged by a committee of industry peers and are considered on their own merit according to stated criteria and are not in competition with other entries in the category. The decisions of the judges are final.

This year's winners will be announced at STS Connections in Auburn, Alabama on Wednesday, September 11, 2024, during the STS Shining Example Award Ceremony. (Attendance is preferred but not required to win)

Winners:

- Featured in the Connections follow up newsletter
- Featured in the post Connections press release
- Featured on the STS website, including submission
- Dedicated social media posts (Facebook, Instagram, LinkedIn, and Twitter)
- Spotlight in an STS monthly newsletter

Questions? Email Tonja@southeasttourism.org or call the STS office at 770-355-4002