

Presents

**NATIONAL AWARDS FOR MARKETING EXCELLENCE**



5<sup>th</sup> July, 2018  
Taj Lands End,  
Mumbai

**(FOR EXCELLENCE IN TRAVEL & TOURISM INDUSTRY)**

The National Awards are in the 4th Year. It is a premium forum bringing elite marketers, brand custodians, advertising, departmental heads, retailers, real estate professionals, shopping mall owners and creative honchos together under one roof from across India. This is an invitation-only event taking place behind closed doors.

The platform offers top marketing professionals, agencies and consultants an intimate environment for recognizing & rewarding excellence. The Awards will bring the best industry professionals who have made the outstanding contributions in the Industry.

The Awards aim to reward the best in the industry and enhance reputations.

**AWARD CATEGORIES**

**ORGANISATION AWARD CATEGORIES**

- **AIR**
  - Best Airline of the year
  - Best Airport of the year
- **CAR**
  - Best Car Rental Company of the year
- **DESTINATION**
  - Best Beach Destination of the year
  - Best City Break Destination of the year
- Best Honeymoon Destination of the year
- Best Meetings & Conference Destination of the year
- Best Tourist Board of the year

**INDIVIDUAL AWARD CATEGORIES**

- Most admired CEO of the year
- Most admired Director of the year
- Most admired Executive of the year
- Most admired GM of the year
- Most admired Hospitality professional of the year,
- Most admired Travel & Tourism professional of the year,
- Most admired HR professional of the year
- Most admired Sales & Marketing professional of the year,
- Most admired Corporate Communication / PR professional of the year,
- Most admired Training/ Coaching professional of the year
- Young Achievers Award of the Year

**ORGANISATIONAL AWARD CATEGORIES**

- Brand of the year
- Most admired award for skill development.
- Most admired award for Nature & Wildlife Conservation
- Most admired award for Carbon Reduction initiative
- Most admired tourism initiative for region development
- Most admired tourism initiative for women empowerment
- Most admired travel & tourism initiative for uplifting of underprivileged
- Most admired Marketing Campaign to promote tourism
- Most innovative use of Information Technology in travel & tourism industry
- Most innovative Tourism Project of the year
- Most preferred Overseas Tour Operator to India
- Most preferred Inbound Tour Operator to India
- Most preferred Outbound Tour Operator to India
- Most preferred Adventure Tourism Operator of the year
- Most preferred Travel & Tourism Website of the Year
- Most preferred Training/ Coaching Institute of the year,
- Most preferred Institute for Travel & Tourism course
- Award for promoting beach Tourism
- Award for engaging people & Culture
- Award for promoting rural tourism
- Award for Promoting Eco Tourism
- Award for Promoting Medical Tourism
- Award for responsible tourism
- Award for sustainable Tourism
- CSR initiative of the year
- Outstanding contribution to the industry

**CRITERIA:**

**ORGANIZATIONAL CATEGORY:** Each entry should be accompanied by write-up of not more than 2700 words excluding attachment; Profile of the company & Brochure; Media write-ups & Interviews as annexure.

**INDIVIDUAL CATEGORY:** Each entry should be accompanied by personal profile of nominated person; Achievements; Awards & Accolades received; Media coverage; Articles published; Photographs & any other relevant details.

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