



Perspective
Magazine
Awards

AWARD CATEGORY DESCRIPTIONS

You can view a sample award entry at <http://perspectiveawards.com/intuition-brand-marketing/>

BEST BUSINESS PRODUCT

This award category looks for B2B products that provide the behind-the-scenes foundation for hotels and resorts to deliver the best possible guest experience. Whether it is a back-end software product, perhaps an analytics or insurance product, this is a key contributor to a hotel or resort's ability to be successful.

BEST CONSUMER PRODUCT

This category is all about delivering the customer experience, and so is open to just about every B2C company who has developed an innovative consumer-facing product that really enhances and adds value to the vacation experience. This could include incentive programs, loyalty programs or travel programs and booking platforms, as well as traditional or alternative vacation products, VIP membership upgrades and more.

BEST CORPORATE SOCIAL RESPONSIBILITY PROGRAM

We're looking to award a company who has implemented initiatives that contribute to sustainable development by delivering economic, social and environmental benefits for employees, and the local or global community that surrounds them.

BEST CUSTOMER SERVICE

We're looking for a company that excels in putting their customers first and has implemented various communication tools to educate, engage and streamline the interactive processes between company and consumer. This company should also demonstrate how they resolve customer complaints and how they adapt to eliminate the same complaints from reoccurring.

ENTREPRENEUR OF THE YEAR

The winner of this award is someone who embodies the true spirit of the industry, who has taken new ideas, calculated risk / reward decisions in difficult economic times, created new products, programs, alliances and has driven their company to new heights over the past year. It is entrepreneurial vision that has sustained the industry and this award recognizes some of the present pioneers that will drive the industry forwards in the years to come.

BEST EXTERIOR DESIGN

We are looking for those developers or designers that have created fantastic looking hotels and resorts as well as custom designed on-site amenities and features. With today's consumer demanding higher standards, that jaw-dropping look to a hotel or resort is more important than ever. Do you have a new pool, poolside bar, activity, recreational or entertainment area that really is a cut above the rest?

BEST FINANCIAL SERVICES

Whether it is accounting services, collection companies, financial consultants, receivables services, title companies, banks, investment or private equity firms or any other contributor to the financial services sector of the industry, these businesses provide services that are an integral part of our profession. Explain why you are the best in your field and the success your products or services have brought to the industry.

BEST INDUSTRY LEADER

Open to all senior management, this professional is an exceptional motivator who demonstrates true commitment to excellence and the advancement of the industry. This determined leader shows loyalty to employees and lifts their company to success beyond the challenges of the current marketplace.

BEST INNOVATION

Companies are always looking for the next new advantage and our award will go to the hotelier, resort developer or vendor that can demonstrate true innovation. This could be through developing new products not previously seen in our industry before, new ways of doing old things or perhaps filling a gap in the market – but certainly to a company that is seen as a modern pioneer within our industry.

BEST INTERIOR DESIGN

Have you designed that fantastic interior space that is beckoning for recognition? Maybe a special hotel or resort lobby, meeting space, restaurant or the latest, stylish accommodations? We want to see your unique design with the “wow” factor that will have customers clamoring to stay at that property.

BEST LEGAL SERVICES

This legal team would have worked on a project that has resulted in a legal or regulatory win for its company or client at some time over the past 12 months. This award recognizes the essential part that legal services play in the structure and credibility of our industry.

BEST MANAGEMENT COMPANY

Keeping a hotel or resort running profitably while improving quality and member satisfaction is a real balancing act and we want to know who is the best at managing through the myriad of challenges that today's hotels and resorts encounters every day. Tell us what makes your properties successful, why your guests are happy and what innovations you have implemented to keep your hotel or resort healthy and prosperous.

BEST MARKETING CAMPAIGN

We're looking for the most engaging, inspiring, clever, distinctive and / or successful marketing campaign, whether it be print, digital or a combination of both. Tell us where the concept came from, how long it was active and what made it your best campaign of the past year.

BEST MARKETING PROFESSIONAL

This person is an integral part of the marketing team, creating effective programs which inspire customer engagement, drive revenue, and is a role model for others on their team and makes the company a more successful organization.

BEST MEMBERSHIP PROGRAM

Open to any company who sells a membership package, whether it is timeshare membership, a vacation club, travel club, destination club or similar type vacation program. What is it about your membership program that sets you apart from the rest – lifts you above the competition and leaves your members feeling so extraordinary that they are already planning their next vacation the moment they get home?

BEST NEWCOMER

This is not limited to any specific type of company or product, so this category is open to anyone who has been operating within the hospitality industry for less than three years and has made a significant impact in the marketplace. The company which has made the best impression on the industry may have come from the unlikeliest of places, so this is open to companies of any size.

BEST ONLINE MEDIA

Whether digital advertising or marketing campaign, website, app, social media strategy or other online tool, product feature or service, we're looking for a hotel, resort or vendor who has utilized online media to engage customers, drive revenue and grow a business.

BEST OVERALL COMPANY (OVER 250 EMPLOYEES)

This award is for large companies who stand out above all others. Ones that can demonstrate strengths in many areas such as leadership, continued growth, innovative and essential products and services, employee recognition and retention, corporate responsibility, philanthropy and more.

BEST OVERALL COMPANY (UNDER 250 EMPLOYEES)

This award is for small and medium sized companies who stand out above all others. Ones that can demonstrate strengths in many areas such as leadership, continued growth, innovative and essential products and services, employee recognition and retention, corporate responsibility, philanthropy and more.

PHILANTHROPIST OF THE YEAR

This award recognizes an individual or company that has gone that extra mile to help others, whether it be organizing fundraisers, donating money, or giving their time – let us know about the causes you have helped this year.

BEST PLACE OF WORK

We're measuring the best company to work for based on environment, training, career advancement prospects, atmosphere, team building, pay and benefits, personal development, management support and more.

BEST PRINT MEDIA

This could be any collateral material, from a magazine, brochure or catalogue, to an advertisement, flyer or promotional item. Tell us how this print media has supported branding or marketing efforts to drive home information that sets your company apart.

BEST PRODUCT DEVELOPMENT

This award is for new products or services launched in the last 12 months, or products / services that have been significantly enhanced in the last 12 months. Tell us how your new or improved product impacts your company operations and revenue.

BEST HOTEL / RESORT DEVELOPMENT

This is an opportunity to let everyone know what really makes your hotel or resort stand out. Perhaps it's the stunning location, unique architecture, the quality of the accommodation, the impressive amenities, or perhaps your excellent level of customer service.

Where applicable, this category offers up to four separate accolades based on geographical location of the nominees – North America, Latin America, Europe Middle East & Africa, Asia Pacific. The winners of each region are then automatically entered into a fifth Worldwide Award which will be won by the nominee with the highest overall score from the previous round.

BEST SALES PROFESSIONAL

This person is an integral part of the sales team, breaking records, closing high volumes, attaining key accounts, driving the business forward, is a role model for others on their team and makes the company a more successful organization.

BEST STRATEGIC PARTNERSHIP

This is for any industry-related company which has built an alliance with another business to forge a unique partnership in order to strengthen both businesses and improve their bottom lines. Describe the two entities involved and how they complement each other, whether it is perhaps a loyalty or referral program, a co-branded opportunity or a value-added product placement or even sales and promotional collaborations.

BEST TEAM

Recognize the achievements and efforts of your sales, marketing, PR, customer services, reservations, membership, operations or administrative teams etc. Provide us with details of standout achievements that make one of your teams the best in the business at what they do.

BEST TECHNOLOGY

This company will demonstrate the best implementation of technology in our industry, from hotel / resort operations software to in-room technology, from intuitive websites to mobile apps. If your company, product or facilities are technologically state of the art, then this is the award for you.

Submit your nominations at <http://perspectiveawards.com/enter>