



TMAC SCORING CRITERIA / MATRIX

Category: Best Itinerary of the Year

Type: Recognition Award

Description: This award recognizes the extreme care and effort that goes into a well-executed itinerary—one that helps TMAC media members bring partner destinations' stories to life. TMAC media members may nominate industry members (industry members may also self-nominate) who created a press trip itinerary in 2025 that went above and beyond. This is the itinerary that inspired multiple stories, fostered lasting relationships, or created an experience that people will be talking about for years to come.

Judging Considerations: Use the criteria below to help guide your evaluation and decision. You will choose one winner and two honourable mentions. Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting.

Criteria	Points
Leadership & Initiative Demonstrates foresight, creativity, and organization in developing a memorable and well-structured press trip that effectively showcased the destination's strengths.	10
Significant Impact The itinerary led to meaningful results—such as multiple published stories, strong media engagement, or elevated visibility for the destination.	10
Professional Excellence Reflects attention to detail, seamless execution, and a high level of professionalism in coordinating logistics, partnerships, and storytelling opportunities.	10
Overall excellence Demonstrates exceptional overall quality—an itinerary that stands out as a benchmark of excellence and impact across all criteria.	5
Total	35