



TMAC SCORING CRITERIA / MATRIX

Category: Best Travel Resource Content

Type: Written

Description: This award covers a wide range of non-narrative, information-focused, or service-style travel writing, including how-to guides, top 10 lists, travel tips and advice, destination guides, itineraries, packing lists, and reviews. The key characteristic of the Travel Resource Content Category is that submissions must provide actionable, practical information to help readers plan and execute their trips. Individual blog entries and traditional media stories are welcome. This category does not accept family-focused or themed stories. For entries that are family-related, see the *Best Family Travel Story* category.

Judging Considerations: Entries in this category can be on any topic, but should provide a useful takeaway for the reader. 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
<p>Style & Creativity Demonstrates originality and a unique approach to the topic. The tone, voice, layout, images and language suit the audience and purpose, making the content engaging and easy to follow.</p>	10
<p>Quality of Content Provides essential and accurate information that is clearly presented and well-organized. Shows evidence of research and thoughtful structure, ensuring readers can easily find and apply the details they need.</p>	10
<p>Impact Effectively fulfills the intended purpose — does it help readers plan, prepare, or experience a trip more confidently? Is it useful, practical, and inspiring?</p>	10
<p>Overall excellence The “wow” factor — does it come together seamlessly? Is it visually appealing, professional, and compelling enough to make readers trust or return to the source?</p>	5

Total	35
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