



TMAC SCORING CRITERIA / MATRIX

Category: TMAC Industry Member of the Year

Type: Recognition Award

Description: This award is presented to a TMAC industry member who distinguishes themselves as a highly skilled and respected colleague to both industry and media members. This award highlights a member who consistently demonstrates excellence, showing a deep understanding of and appreciation for the ever-changing needs of travel media. Nominees have a track record for developing unique story opportunities, facilitating successful partnerships and collaborations, curating tailored itineraries, and connecting media with expert voices. In other words, this is the industry member everyone raves about.

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 initiative in supporting media and industry partners, leading projects, and elevating the profile of destinations or programs.	10
Significant Impact Contributions have led to meaningful results, such as successful media coverage, strong partnerships, or lasting relationships that benefit both the industry and the destination.	10
Professional Excellence Reflects exceptional professionalism, reliability, and skill in managing media relationships, crafting story opportunities, and delivering high-quality experiences.	10
Overall excellence Exemplifies outstanding industry leadership, consistently going above and beyond expectations, and earning respect and admiration from both colleagues and media members.	5
Total	35

