

NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION

THE 29TH ANNUAL NATJA AWARDS COMPETITION

Call for Entries Open

**OCTOBER 1ST -
NOVEMBER 30TH**

FOR COMPETITION
GUIDELINES AND
ENTRY FORM VISIT
NATJA.ORG



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NORTH AMERICAN TRAVEL JOURNALISTS ASSOCIATION

THE 29TH ANNUAL NATJA AWARDS COMPETITION



Competition Guidelines

OCTOBER 1ST - NOVEMBER 30TH

OBJECTIVE & INVITATION

The North American Travel Journalists Association (NATJA) supports professional travel journalism and honors the excellence of destination marketing throughout the world with its annual awards competition, now in its 29th year. The NATJA Awards Competition recognizes the best of the best from travel media (writers, photographers, broadcast journalists, bloggers, podcasters, travel websites) and travel promotion submitted by travel journalists, publications, public relations agencies and destination marketing organizations (DMOs/CVBs) from the United States, Canada, Mexico and internationally.

Travel industry and travel media professionals who meet the above qualifiers are invited to participate in this year's competition. The North American Travel Journalists Association encourages the submission of entries that reflect the diversity, equity, inclusion, and accessibility of journalists and destination marketing organizations.

You can find more information on our website at www.natja.org/awards.

GENERAL GUIDELINES

1. **Entries must have been FIRST published or distributed between SEPTEMBER 1, 2019 and SEPTEMBER 30, 2020.** Content that was previously submitted in a NATJA Awards Competition, but has been re-purposed for another publication does not qualify.
2. Membership into NATJA is not required to submit. For current NATJA members who submit at the reduced member rate, **membership must be in good standing through March 1, 2021 to be eligible for an award and/or prize.**
3. Complete and submit an Entry Form for each entry per category.
4. Everyone can submit entries using the entry form starting on Page 9 of the downloadable Guidelines & Entry Form. Online submissions are also accepted through the Online Submission Portal at <https://awards.natja.org>.
5. A fee is required per entry, per category, per the FEES schedule on Page 4 of the downloadable Entry Guidelines & Form or on the Entry Fees page on the website. NATJA members receive special entry fees.
6. Review each category and ensure that the content meets the qualifications for the category/ies in which it is being submitted. Content not appropriate to the category/ies may be disqualified from the competition at the discretion of the judges.
7. **Once submitted, there are no refunds and entries are non-returnable.**
8. Publications and individuals submitting entries on behalf of a journalist/photographer **MUST** provide contact information for the journalist/photographer in the JOURNALIST AND/OR PHOTOGRAPHER INFORMATION section.

9. Publications that are NATJA publication members in good standing may submit up to five (5) entries by staff journalists/photographers at the NATJA media member rate.
10. Publications or their editors who are media members of the North American Travel Journalists Assoc. (NATJA) may not submit on behalf of writers who are not dues paying members of NATJA at the "NATJA Media Member" rate. However, they can submit on behalf of writers who are NATJA dues paying members at the member rate.
11. **In the event of multiple bylines, a minimum of one contributor must be a NATJA member to qualify for the member rate.**
12. Foreign publication submissions must be translated into the English language.
13. By submission, the submitter grants NATJA permission to publish the submission, in whole or part, in conjunction with any publication noting, commenting on, or discussing the NATJA Awards Competition winners. In any such publication, credit shall be noted as provided on the entry form.
14. Once an entry and all corresponding materials are submitted, NATJA will confirm receipt of entry submission via email.

PDF ENTRY FORM GUIDELINES

1. Members and non-members can submit to the NATJA Awards Competition using the downloadable Guidelines & Entry Form (PDF).
2. **Photocopies of stories and the entry form are acceptable.**
3. Please write **LEGIBLY** when filling out the form. Information provided on the form by the submitter will be reflected when winners and finalists are announced.
4. Each entry must provide contact information for the submitter and the journalist/photographer, if different than the person submitting.
5. All applicable Entry Information must be provided on the entry form.
6. Each entry must identify a single category name and number.
7. Please enter **ONLY ONE SUBMISSION ON EACH ENTRY FORM**. For additional entries, please use additional entry forms.
8. Online content **MUST** include either a hard copy of the article, photograph, podcast (on CD or flash/USB drive), video (on DVD or flash/USB drive), OR a **direct** link to the content (i.e. www.mywebsite.com/my-story-url). Failure to provide either a hard copy or a direct link may result in disqualification of the entry. Please use short link services such as bit.ly for long URLs. It is recommended that you test your link before submitting it. Any broken links or content behind a paywall will be disqualified.
9. Photography submissions should include a tear sheet (or print out for online publications) of the article/publication in which the photograph originally appeared. NATJA strongly recommends that photography entries be submitted as originally published and as good quality prints. Submission of photography without reference to the article or publication in which it originally appeared may be subject to disqualification.
10. Once the entry form is completed and all materials are gathered, the submission can be sent to NATJA via mail or a carrier such as FedEx or UPS. If submitting more than one entry, you can send all entries and materials in one package. NATJA strongly recommends tracking your package to ensure its timely delivery.

ONLINE ENTRY FORM GUIDELINES

1. The Online Submission Portal is open to members and non-members. The Portal is accessible through <https://awards.natja.org>

2. **Scanned copies of articles, submitted as PDF, PNG, or JPG file types, are acceptable.**
3. Photography submissions must include a link, JPG or PDF scan of the article/publication where the image appeared. Scanned tear sheets and photos should be at a minimum of 150 dpi and 2000 pixels on the longest side. In addition to providing the article/publication where the image appeared, you can upload the image as a JPG or PNG through the form.
4. Each entry must provide contact information for the submitter and the journalist/photographer.
5. You are required to complete all information marked with an asterisk (*).
6. You can submit more than one body of work into the competition using one form. For example, you are submitting two stories, each in different categories, and need to complete an entry form for each (see below for how to do this). Your total for all your entries will be automatically calculated. You can also submit an unlimited number of submission forms through the Online Submission Portal.
7. To submit more than one body of work, in the “Your Entries” section, click on “Add Entry”. In the window that displays, accurately enter all the details pertaining to that body of work. Once you have filled out all the fields, click on “Save Entry” at the bottom to save your submission. You will return to the main form, where you can click on “Add Entry” to submit additional works.
8. Once you have added all your entries, to the main form, you will see your total outstanding balance.
9. Click on “Next” to see a preview of your submission form. Double-check that all your information is accurate, complete, and that your total balance matches your own calculations. If you need to revise any portion of your submission, click on “Previous” to return to the previous page and make edits.
10. From the preview page, you can print or PDF your submission form to keep a complete copy for your records.
11. After previewing and reviewing your form, click on “Next” to go to the Payment page. Enter your billing information, and once done, click on “Submit.” If there are no errors, you will see a confirmation message.
12. You will receive a receipt for your submission via email to the address provided under “Your Email.” Please make sure to check your spam folder. If you do not receive the receipt, you can contact NATJA at awards@natja.org.

ENTRY FEE SCHEDULE

NATJA MEMBERS

Categories 100 - 163, & 301: \$30 USD per entry per category**

Categories 200 - 204: First entry is complimentary for CVB/DMO members only. Regular fee for additional entries, the cost is \$50 USD per entry per category

Category 300: \$100 USD per entry, only one issue per entry

**Additional Fees

MEMBERS: Articles with more than one Byline: \$50 USD per entry per category for 4 or more journalists in the byline, where at least one person in the byline is a NATJA member in good standing.

NON-MEMBERS: Articles with more than one Byline: \$70 USD per entry per category for 4 or more journalists in the byline.

NON-MEMBERS

Categories 100 - 163 & 301: \$50 USD per entry per category**

Categories 200 - 204: \$200 USD per entry per category

Category 300: \$150 USD per entry, only one issue per entry

MEMBERSHIP OPTIONS

You do not have to be a NATJA Member to be eligible to submit to the NATJA Awards Competition. However, only current members in good standing are eligible for the discounted entry fee.

JOINING NATJA

New applicants must be qualified active media. To join NATJA, go online at www.natja.org/join and fill out the application.

ENTRY DEADLINE

Postmark deadline for all submissions: November 30, 2020. Mailed-in entries must be postmarked by this date. Online entry submission will be open until November 30, 2020 11:59pm Pacific Time.

JUDGING

All categories will be judged by a panel of individuals selected by NATJA. The panel will be comprised of working media professionals, retired travel journalists, educators, and industry professionals. The judging panel may select more than one award per category but reserves the right not to award in any given category.

ENTRY/AWARD NOTE

In the event of errors, discrepancies, challenges, or other issues, the panel of judges and/or NATJA Advisory Board will have full rights and authority to make any appropriate decision, changes, or adjustments to entries, categories, or awards.

ANNOUNCEMENT OF WINNERS

Winners will be announced by February 2021. Award distribution will be at the sole discretion of the judging panel and/or the NATJA Advisory Board.

PRIZES & RECOGNITION

- The winners announcement is circulated to all competition entrants, in addition to media outlets, NATJA members, and mailing lists.
- Prizes are awarded per category as: Gold Prize, Silver Prize, and Bronze Prize.
- At the discretion of the judges, Honorable Mentions may also be named for individual categories. Honorable Mentions will also receive a certificate.
- All winners are permitted to display the NATJA "Winner's Seal" on reprints, dust jackets, covers, and websites/blogs.
- Gold Prize winners in media categories (categories 100 - 163) may be eligible to select a bonus prize. The list of bonus prizes will be available at www.natja.org. Please note that the list is subject to changes.
- Bonus prize offerings and validity dates are at the discretion of the donor.
- No more than two bonus prizes will be awarded for multiple Gold Prize wins.
- The final list of available bonus prizes will be sent via email to Gold Prize winners after the announcement of winners is released.
- Winner certificates and bonus prizes are distributed by mail. It is up to the submitters to provide NATJA with current mailing address information. NATJA is not responsible for misdelivered awards.

FREQUENTLY ASKED QUESTIONS

1. Why do you charge a submission fee for the awards competition?

All the fees collected for the awards competition go towards the administration of the awards competition.

2. I am submitting multiple entries as hard copies into the competition. Do I need to mail each entry separately? Should a separate check be included with each entry?

All your entries can be mailed in one package. Each entry must have its own entry form. Fees for multiple submissions can be paid on one (1) check or one (1) credit card form. You can also submit online at www.natja.org/awards.

3. Can I submit multiple entries through the Online Submission Portal?

Yes, you can submit more than one entry through the Online Submission Portal. On the submission form, you will be able to add multiple entries by clicking on the “Add Entry” button.

4. I live in Canada. Can I send a check in Canadian dollars?

Submission fees are in U.S. dollars. If your only banking option is a Canadian-based check, you must add a \$5 conversion fee per entry. This fee does not apply to credit card charges.

5. Are photocopies of articles and/or the entry form acceptable?

Yes, we do accept photocopies of articles and the entry form. Photography entries must be submitted as published (for print publication) or as good quality prints, along with a copy of the article in which they appeared.

6. I am an international journalist, publication, or CVB/DMO. Can I submit to the awards competition?

Yes, international submissions are welcome. Please keep in mind that stories and marketing material must be written in English for the content to be judged properly. Additionally, if sending a check in your local currency with your submission, you must add a \$5 conversion fee per entry. Conversion fee does not apply to online and credit card charges.

THE 29TH ANNUAL NATJA AWARDS COMPETITION

Submission Categories

All submissions must have been FIRST published, distributed, broadcasted, and/or released between September 1, 2019 and September 30, 2020. Please be advised that judges reserve the right to not award in any given category.

MEDIA CATEGORIES: JOURNALISTS, AUTHORS, PHOTOGRAPHERS, ARTISTS

GENERAL TRAVEL ARTICLES

For articles published in a print or online publication (newspaper, magazine, website, blog, or other media).

- 100 **Destination Travel.** Article on a travel destination that was published in a print or online newspaper, magazine, or other digital publication.
- 101 **Illustrated Story.** Travel article with text and photography **by the same person/journalist**, published in a print/digital publication, i.e. newspaper, magazine, travel blog, journalism/publication website.
- 102 **Long-Form Narrative/Personal Essay.** Narrative or personal essay that tells a travel story, published in either a print or online publication. Minimum of 1500 words.

SPECIAL FOCUS TRAVEL ARTICLES

For articles published in a print or online publication (newspaper, magazine, website, blog, or other media).

- 120 **Lifestyle, Personality and Profiles.** Travel article focused on a destination's lifestyle, or on profiling a person or group of people.
- 121 **Luxury & Resort Travel.** Travel article focused on

luxury and/or high-end travel, activities, or properties, such as resorts and other exclusive properties.

- 122 **Sports, Recreation and Adventure.** Travel article focused on sports, recreation, or adventure.
- 123 **Cruises.** Travel article focused on a cruise or cruising.
- 124 **Historical Travel.** Travel article focused on a destination's history or a historical site/event.
- 125 **60+ Travel.** Travel article focused on older adults or their travel lifestyle.
- 126 **Family Travel.** Article focused on family travel.
- 127 **Culinary Travel.** Travel article focused on food, wine, beer, or spirits and/or a culinary destination, experience, or activity.
- 128 **Cultural Travel.** Travel article focused on a destination and its culture or performing or visual arts.
- 129 **Eco, Environmental, or Volunteer Travel.** Article focused on the environment, green travel or travel that helps communities through programs involving volunteers.
- 130 **Health and Wellness Travel.** Article focused on travel for health, wellness, self-improvement and/or transformative travel.

- 131 **LGBTQ+ Travel.** Article focused on the LGBTQ+ travel experience.

- 132 **Accessible Travel.** Article that focuses on travel experiences for individuals with physical, intellectual and/or developmental disabilities.

BROADCAST/STREAMING

For video and audio that has broadcast or streamed online.

- 140 **Travel Video.** Program focused on the traveler or the travel experience. Video must have been streamed on a website or streaming service or broadcast on network or cable television.
- 141 **Travel Documentary.** Documentary focused on a destination, its people or culture, or travel experience and/or issue. Documentary must have been streamed on a website or streaming service or broadcast on network or cable television.
- 142 **Travel Web Series.** Informative travel web series with a minimum of 3 episodes in its catalog. Please submit only one episode for consideration.
- 143 **Travel Podcast.** Program focused on the traveler or the travel experience that was broadcast as a podcast. Please submit only one episode for consideration.

PHOTOGRAPHY, ILLUSTRATION
Review Guidelines for instructions on submitting in Photography categories. All submissions must have been published in a print or online publication (newspaper, magazine, website, blog, book, or other media).

- 150 **Cover or Feature Photo, Illustration.** Cover photograph/illustration. **Limited to one photo per entry submission.**
- 151 **Landscape, Seascape, Nature.** Image in which the main subject is a landscape, cityscape, seascape, plant or animal life, or similar subject. **Limited to one photo per entry submission.**
- 152 **Portrait, People.** Image in which the main subject is a person or group of people or similar subject. **Limited to one photo per entry submission.**
- 153 **Sports, Recreation, and Adventure.** Action image depicting a sport, recreation, adventure, or similar subject as it relates to travel. **Limited to one photo per entry submission.**
- 154 **Photo Essay.** Collection of travel photographs or illustrations (by a single photographer/artist) that best represents a destination or travel experience.
- 155 **Cultural.** Image whose focus is demonstrating cultural travel, performing or visual arts, or the humanities. **One or more photos per entry submission.**

MISCELLANEOUS

- 160 **Travel Book or Guide.** Book focused on a travel experience or guide focused on providing necessary information to travelers to a specific destination. May be principally photography or text.

- 161 **Trade Travel Article.** Travel article written for or about the travel industry.
- 162 **Travel Tips & Advice During a Pandemic.** Consumer-focused advice including tips, how-tos, and recommendations for traveling during a pandemic.
- 163 **Diversity, Equity, Inclusion, and Accessibility.** Travel content that reflects a positive, educational, or insightful experience for a better understanding.

ORGANIZATION CATEGORIES

CVBS, DMOS, PR AGENCIES

- 200 **Visitors' Guide (Printed or Digital) or Website.** Guide or website that uses creative strategies to attract the audience to visit the destination. Published by a CVB, DMO or PR Agency.
- 201 **Destination Video.** Includes promotional online videos and television spots. Produced by a CVB, DMO or PR Agency.
- 202 **Social Media or Marketing Campaign.** Marketing campaign that generated media coverage or user engagement/participation on social media.
- 203 **Big Idea.** Creative strategies that successfully addressed a specific challenge for a destination. Results generated significant media coverage, increased revenue and/or tourism for the destination.
- 204 **Diversity, Equity, and Inclusion.** Successful tourism marketing campaign that reflects on the history of the destination that specifically addresses diversity, equity, and inclusion.

PUBLICATION CATEGORIES

- 300 **Travel Magazine – Print or Online.** Website or Magazine directed to travelers or focused on the travel experience. The magazine should be substantially informational. For in-flight or general circulation magazine, submit only one issue per entry.
- 301 **Independent Travel Blog.** An independent travel website focused on presenting opinion and commentary and/or travel information and advice. The site should have substantial new material. A travel blog is considered independent if it is not affiliated with a major publication or major corporate entity and it is owned and operated by individual(s). **Please submit an entire website, not individual blog articles.**



29th ANNUAL NATJA AWARDS COMPETITION ENTRY FORM

Entry# _____
(For Office Use Only)

Please complete the form below in its entirety. Deadline to mail or email your entry is November 30, 2020. Be sure to read the guidelines before submitting. **Use one form per entry per category.** Print or type all information requested legibly. Entry materials will not be returned.

Contact Information

The person listed in this section will be the primary point of contact for this submission.

First Name _____ Last Name _____

Publication/Company _____

Phone _____ Email _____

Street Address _____ City _____

State/Province _____ Postal Code _____ Country _____

Entry Information

Complete the requested information below for your entry. You must select one category per entry. Photocopied submissions of work are acceptable. Use one form per entry per category.

Category Number _____ Category Name _____

Title _____

(Enter the title of article, name of photograph, name of publication or program, etc.)

Name of Publication _____

(Name of the publication where the published work appeared or the name of the DMO)

Provide a short description on the topic of the entry.

If your entry is available online, enter the URL(s) below. Short links (like bit.ly) are preferred for long URLs. For content behind a paywall, you must provide a hard copy or PDF of the entry.

Journalist/Photographer Information

Fill this section **ONLY** if you are submitting this form on behalf of another journalist or photographer. For example, if you are the editor of a publication and are submitting content by a staff or freelance journalist.

First Name _____ Last Name _____

Phone _____ Email _____

This journalist/photographer is a part of our publication's staff OR has their own individual NATJA membership.

By signing below, you agree that you have read, understand, and agree to the rules and competition guidelines for the NATJA Awards Competition. You affirm that you have completed all portions of this submission form carefully and accurately. You understand and agree that all entries are non-returnable, and fees are non-refundable. If you are submitting as a NATJA member, you understand and acknowledge that your membership must remain in good standing through March 1, 2021 to be eligible for an award.

Signature _____

Date _____

Membership

Current NATJA members, please confirm your membership status below. If you are unsure of your membership status, you can check your account at www.natja.org or contact membership@natja.org.

I am a current NATJA member and qualify for the reduced pricing to submit to the Awards Competition. I understand my membership must remain in good standing through March 1, 2021 to be eligible for an award.

Non-Members

NATJA membership is not required to submit to the Awards Competition. If you are interested in becoming a member, please apply online at www.natja.org/join. If you would like more information on membership, please check the box below.

Please email me information regarding NATJA membership to the email provided on the first page of the entry form.

Fees

Please apply the fee that corresponds to this submission. Fee is calculated per entry per category.

Media Entry in Categories 100 - 163 & 301

- NATJA Member: \$30 USD
- Media Non-Member: \$50 USD

Media Entry with Multiple Bylines: Any article entry with 4 or more journalists in the byline

- NATJA Member: \$50 USD
- Media Non-Member: \$70 USD

Publication – Category 300

- NATJA Member: \$100 USD
- Media Non-Member: \$150 USD

CVB/DMO/PR Categories 200 - 204

- NATJA Organization Member: 1st Entry Complimentary
- NATJA Organization Member Additional Entries: \$50 USD
- Non-Member: \$200 USD

Payment Options

Check: Make payable to: North American Travel Journalists Association (**Canadian checks:** Please add \$5 conversion fee per check)

Credit Card – Select One: Visa MasterCard American Express Discover

Credit Card # _____ Exp. Date _____ Security Code _____

Name on Card _____

Billing Address _____

City _____ State/Province _____ Postal Code _____

Email for Receipt _____

I understand my credit card will be charged based on the total number of entries submitted.

Signature _____ Date _____

Send Your Entry, Form & Payment

VIA MAIL: North American Travel Journalists Association
3579 E. Foothill Blvd, #744
Pasadena, CA 91107

VIA EMAIL: awards@natja.org
Completed form and entry can be sent as
PDF, JPG or PNG attachments

Deadline to mail or email your completed submission: November 30, 2020