

MMGY Global is excited to announce its first Shifflet Award for Research Excellence. This award will recognize a practitioner or their DMO for research that resulted or contributed to key decisions or actions for their organization and/or its constituents.

This award also highlights the tireless work of a researcher role to measure and promote travel and tourism within their DMO and the industry.

Excellence will be defined as having conducted or used research to make significant decisions within or for their organization.

Requirements:

The recipient must be a tourism practitioner or DMO in good standing in the travel and tourism industry.

A submission of a 1-2 page summary outlining:

- the issue being addressed;
- the research designed or used to address the issue (may be original or licensed from a third party research or research by a third party to which you had input); the outcome of the research; the decisions that were made, money that was saved or revenue that was earned based on the research.
- Inclusion of a reference from someone in the organization who will be able to independently verify the impact of this work.

Criteria:

This submission will be judged by a review committee who will examine the quality of research, contribution to the travel and tourism industry and research findings.

Award:

The winning practitioner will receive complimentary registration to the ttra Annual International Conference this June in Quebec City, a plaque and a gift card (if allowable).