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Tourism Association of New Mexico

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Tourism Association of New Mexico Names 2009 TIARA Award Winners

In conjunction with the New Mexico Tourism Department, the Tourism Association of New Mexico cosponsors the Governor's Conference on Tourism each year. Governor Richardson addressed the group of over 200 tourism professionals at the opening session at the Farmington Civic Center last week.

The winners for the annual **Tourism Industry Association Recognition Awards**, known as the TIARA Awards were announced at a luncheon May 7. These awards help bring greater awareness to the importance of the tourism industry to New Mexico's economy, and are given to highlight excellence and creative accomplishment in travel marketing and promotion. The TIARA awards are among the most prestigious tourism awards in New Mexico and for that reason have been aligned with the annual Governor's Conference on Tourism. The winners were announced and showcased during the awards luncheon, with Secretary of Economic Development Fred Mondragon speaking on the importance of tourism to New Mexico's economy.

Each year entries may include individual or cooperative destination marketing programs or campaigns, including special promotions, events/festivals, direct marketing, electronic, technical, or interactive marketing efforts, creative elements in all forms of media, public relations efforts, etc., targeted to either the domestic or international markets. When evaluation team votes were within a point of each other, honorable mentions were awarded.

Winners were:

Best Brochure, Farmington Convention and Visitors Bureau; Honorable Mention: Village of Chama, 2008-09 'Greetings From Chama' Visitor Guide

Best Website, Chocolate Turtle Bed & Breakfast; Honorable Mention- Buffalo Thunder Resort & Casino

Best Print Advertising, Buffalo Thunder Resort & Casino 'Electric Campaign';

Most Innovative Promotion, Albuquerque Convention and Visitors Bureau for their Summer Affordable Campaign;

Honorable Mention: Albuquerque Convention and Visitors Bureau Holiday Video "Life of a Brown Paper Bag"

Outstanding New Event, Buffalo Thunder Resort & Casino for their grand opening celebration;

Outstanding Recurring Event, Rio Rancho Convention and Visitors Bureau's Pork & Brew; Honorable Mention- City of Roswell 2008 UFO Festival

Most Successful Public Relations Effort was divided into 3 categories:

- *Private Sector*: Bishop's Lodge Ranch Resort & Spa for their 90th anniversary celebration
- *Public Sector*: Albuquerque Convention and Visitors Bureau for their Media Kit;
Honorable Mention: Town of Taos Annual PR campaign
- *Press Tour*: North Central Tourism Region

The theme of this year's Governor's Conference was "Hats Off to Entertainment", with noted speakers addressing Canadian and Mexican tourism in New Mexico, how the tourism industry can address the challenges associated with climate change, social media marketing tips, as well as eco-tourism, legislation overview and film tourism. Highlights included a special presentation by Robert Mirabal, Grammy award-winning Taos Pueblo musician, singer/songwriter, actor.

The Tourism Association of New Mexico (TANM) is a non-profit membership organization created 21 years ago to unite the interests of the state's travel, tourism and allied industries, and works closely with the NM Tourism Department and the New Mexico Lodging and New Mexico Restaurant Associations. TANM works as an advocate for the tourism industry with both the executive and legislative branches of state government.