



Tourism Recognition of Excellence in Experiences

T.R.E.E. Awards Reward employees and volunteers who exhibit Enthusiasm & Exemplary Service

Fairfield Convention & Visitors Bureau requests nominations – Recipients announced May 10

After dining at a restaurant, staying in a hotel, shopping at a boutique or attending an event, the customer service the patron receives is often what stays with them-it's the positive experiences that keep them coming back.

In celebration of National Travel and Tourism Week, May 6-12, the Fairfield Convention & Visitors Bureau is requesting nominations for the inaugural T.R.E.E Awards – *Tourism Recognition for Excellence in Experiences*, recognizing employees in the tourism and hospitality industry who positively enhance visitor experiences during their stay in Fairfield. There are three award categories and are presented to employees who distinguish themselves through enthusiasm and exemplary service.

What is the T.R.E.E. Award?

Named for the Tree of Inspiration, the Bureau's key graphic element in the logo, the Tourism Recognition for Excellence in Experiences (T.R.E.E.) award shares qualities with the Tree of Inspiration – creative energy, diversity, a painter's pallet and growth. Furthermore the award and the Tree can be seen as a fountain emanating great ideas and performances and the colorful interlocking "leaves" suggest connectivity and interaction with the visitor. The T.R.E.E. award is presented to employees and volunteers who distinguish themselves through enthusiasm and exemplary service.

The three categories of T.R.E.E Awards are Lodging Employee, Restaurant Employee & Tourism Volunteer. A committee of Fairfield tourism leaders will select the recipient from each business or organization and present the awards as part of Fairfield Tourism Week on Friday, May 11 at 12:30 p.m. from the Central Park Gazebo.

Who is Eligible?

- Any employee in the hotel and bed & breakfast industry at AmericInn Hotel & Suites Fairfield, Best Western Fairfield Inn, Super 8 Fairfield and Seven Roses Inn is eligible for the accommodations category.
- Any employee at a food and/or beverage establishment in Fairfield is eligible for the restaurant category.
- Any volunteer who has at least 5 hours of service with an organization that contributes to developing or promoting Fairfield as a visitor destination. Examples of organizations featuring volunteers include Fairfield 1st Fridays, Fairfield Area Chamber of Commerce Ambassadors, Jefferson County Fair, Jefferson County Little League, Jefferson County Trails, Live on the Square, Maharishi University of Management are eligible to be nominated for the Tourism Volunteer.

Criteria for Awards

- Nominations may be submitted by any business owner, employee or general public. The person nominated must not hold ownership in the business or organization.
- The Nomination Testimonial must be no more than 100 word description containing specific examples of why this tourism focused employee is outstanding in their job performance promoting experiences in Fairfield. The candidate must project a positive image of their company or organization and of Fairfield as a destination. There is no limit of number of individuals from an organization can be submitted for consideration.

Nomination forms are available at Travelfairfield.com, the Fairfield Area Chamber of Commerce and the Fairfield Convention & Visitors Bureau, located at the Fairfield Arts & Convention Center 200 N. Main St.

Tune Into Our Vibe