



TEXAS  
NATURE  
TOURISM  
COUNCIL

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PRESS RELEASE  
FOR IMMEDIATE RELEASE

## Nature Tourism is Big Business!

Nominations are NOW open for State Nature Tourism Award

Deadline: August 1, 2011

(AUSTIN, TX - July 29, 2011) Nature Tourism accounts for a large part of visitor activities in many Texas communities. Birding, wildlife photography, shelling, kayaking are just a few of the popular outdoor experiences. Do you know of an individual or organization in your community who has really taken the initiative to build a business appealing to the nature tourist? Are you the owner of ranch that offers Hummingbird Hayrides, Star Parties, or wildflower tours? The Texas Nature Tourism Council would like you to nominate a business or individual for the Nature Tourism Award. **Self Nominations** are also encouraged, because who knows a business better than the owner? If you are submitting a nomination for another individual or organization we encourage you to interview them to obtain as much detailed information as needed to share their good work in the nomination form. Winners will be selected in two categories, members of the Texas Tourism Industry Association (TTIA) and non members. The award will be presented in September at the TTIA Summit held in San Antonio.

The Texas Nature Tourism Award was developed in 2009 to recognize those communities, businesses, and or individuals who have dedicated time, money, conservation efforts and resources to Nature Tourism. The nomination process can be completed online:

<http://www.ttia.org/?page=tntcaward>

### Criteria:

- Demonstrate support of nature tourism best practices, (i.e. those that result in wildlife conservation, economic well-being of local nature tourism organization employees, and support of local citizen quality of life.)
- Nominee Agrees to Accept Award & Post on their Web Site

**Award winner will receive the following:**

- Framed Certificate
- Featured placement on the TNTC section of the TTIA Web Site for 1 year
- Featured in press release
- Award Ceremony at TTIA Texas Travel Summit conference

**Entry Deadline: August 1, 2011**

**Award Presentation: At Texas Travel Summit (Sept. 18-21: San Antonio, Texas)**

**Online Nominations:** <http://www.ttia.org/?page=tntcaward> If you would like to submit photographs (max of 5) or other supporting documents, please email attachments to: [MHorine@visitcorpuschristitx.org](mailto:MHorine@visitcorpuschristitx.org)

Texas Nature Tourism Council is a council of the Texas Travel Industry Association. Our mission is to promote the value of nature tourism in Texas as a major enhancement of the state's economy and quality of life, to educate its citizens and its visitors about the state's nature tourism resources, and to assist, counsel, and inform businesses, individuals and other entities who provide nature-based tourism services and facilities to the public.

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