



# TMAC SCORING CRITERIA / MATRIX

## BEST WRITTEN WORD CATEGORIES

November 25, 2024

### Award Descriptions

#### **BEST CULTURAL & HISTORICAL STORY**

This category celebrates stories that highlight a journey providing information and insight into a specific place. Submissions may focus on art forms, events, local customs, or travel experiences that share historical perspectives or shed light on a specific culture. Topics might range from Indigenous traditions to a funeral ceremony in Bali, a profile of a historical figure, or a feature on the Klondike gold rush. If your story inspires readers to learn, discover, and engage with the tangible and intangible cultural and historical aspects of a destination, this is the place for it.

#### **BEST FOOD/DRINK STORY**

This category focuses on the diverse world of culinary travel. Submissions should educate readers about food tourism and explore how gastronomy is deeply rooted in communities. Topics might include city walking or dining tours, local food production, foraging adventures, regenerative farm-to-table experiences, or profiles of chefs or distilleries making a difference. If you channel the spirit of Anthony Bourdain in your travel storytelling, this is your category.

#### **BEST TOURISM FOR POSITIVE CHANGE STORY**

As our understanding of the broad types of damage that tourism can inflict on communities, cultures and the environment has evolved, so has this category. This category recognizes stories about travel as a force for good. Submissions can explore sustainability, accessibility, inclusion, regenerative travel, or innovative approaches to responsible tourism. Whether about businesses, groups, ideas, or experiences, entries should tell compelling stories that open our eyes to the positive possibilities of travel.

#### **BEST OUTDOOR ADVENTURE, SPORT OR RECREATION STORY**

This category celebrates stories where the activity itself takes centre stage. From soft or hard adventures to sporting events, stories should immerse readers and bring the experience to life. Topics might include canoe trips, hiking, skydiving, or other outdoor pursuits that inspire and excite.

### **Judging Considerations**

The written categories encompass all forms of travel storytelling, including reported narratives, personal essays, and service-oriented or information-focused pieces. While category descriptions provide general guidelines, winning entries should align with the specified

parameters. Written stories are to be judged on words only—images, layout and design are to be disregarded.

Criteria	Considerations	Points
Originality	Presents the topic from a unique perspective or in an interesting way.	15
Lead	Is the lead effective? Is the introduction compelling? Does it grab your attention and make you want to read?	10
Execution	Does the story flow well? Good transitions? Good structure?	10
Research	Is there evidence of thorough research? Is there an effective combination of facts, anecdotes or quotes?	10
Style	Does the tone fit the story? Is there effective use of language? Strong and illuminating? Light and entertaining? Is the tone consistent?	10
Content	Is there the inclusion of essential/expected information?	10
Outcome	How well does the story accomplish its intended mission? Does it entertain? Educate? Inspire?	15
Overall Excellence	This is the WOW factor. Does the story leave you with questions, and a desire to discover more and explore further? Does it leave you wanting to have this experience yourself or dive into more of this storyteller's creative works?	20