



TMAC SCORING CRITERIA / MATRIX

BEST TRAVEL RESOURCE CONTENT

November 25, 2024

Award Descriptions

This (NEW for 2024) award covers a wide range of non-narrative, information-focused or service-style travel writing, including: how-to guides, top 10 lists, travel tips and advice, destination guides, itineraries, packing lists, reviews and more. The key characteristic of the Travel Resource Content Category is that submissions must provide actionable, practical information to help readers plan and execute their trips. Individual blog entries and traditional media stories are welcome.

Judging Considerations

Entries in this category can be on any topic but should provide useful take-away for the reader. Unlike other written categories you can (when appropriate) consider the layout and images within the 'Presentation' criteria section.

| Criteria | Considerations | Points |
|--------------------|--|--------|
| Originality | Presents the topic from a unique perspective or in an interesting way. | 15 |
| Lede | Does the introduction help prepare you for the information to come? Does it draw you in? | 10 |
| Presentation | Does the story come together as a whole? Is it well-organized? Does the layout or imagery work for the story? | 10 |
| Research | Is there evidence of thorough research? Is there an effective combination of facts, anecdotes or detail? | 10 |
| Style | Does the tone fit the story? Is there an effective use of language? Is it encouraging? Exciting? Knowledgeable? | 10 |
| Content | Is there the inclusion of essential/expected information? | 10 |
| Outcome | How well does the story accomplish its intended mission? Does it fulfill the promise of the introduction or title? | 15 |
| Overall Excellence | This is the WOW factor. Does the story make you feel prepared? Does it leave you wanting to have this experience yourself or dive into more of this writer's works? | 20 |