

## DK Shifflet Award for Research Excellence

**Requirements:** The DK Shifflet Award for Research Excellence recognizes a practitioner or their DMO for research that resulted or contributed to key decisions or actions for their organization and/or its constituents.

**Criteria:** The recipient must be a tourism practitioner or DMO in good standing in the travel and tourism industry and submit a 1-2 page summary outlining: the issue being addressed; the research designed or used to address the issue (may be original or licensed from a third party research or research by a third party to which you had input); the outcome of the research; the decisions that were made, money that was saved or revenue that was earned based on the research.

A reference from someone in the organization who will be able to independently verify the impact of this work must be included.

**Award:** The recipient will receive a plaque, complimentary registration to the TTRA International Conference and a \$200 gift card.

