



The Heart of Hospitality Award

We all know that delivering extraordinary service creates loyal guests. Having a beautiful property or serving great food is important but not enough. Your hospitality is what creates guest loyalty.

Visit Cook County is excited to announce the kick-off of a new annual award for those serving in the hospitality industry. We are asking Visit Cook County marketing partners to nominate one employee who stands out and enhances the visitor's experience in Cook County MN. Nominations will be accepted from each tourism community: Gunflint Trail, Grand Marais, Grand Portage and Lutsen/Tofte/Schroeder. The nominations should not include owners but rather the employees of the business.

All nominees will be invited to attend the Annual Fall Gala at no expense. Nominees will be recognized and winners from each tourism community will be announced during the evening program. Please respond by completing this brief questionnaire:

Nominees Name

Title/Role

Business Name

Contact/Person Providing Nomination

Contact Info

Please consider the following characteristics as you make your nomination:

1. Attention to Detail or Going the Extra Mile
Example: Remembering the small things about the guest. Asking genuine questions about a guest's experience and proactively making it better or more memorable.
2. The Customer is Always Right
Example: We all know that the customer is not always right but we should hear what they have to say.
3. Positive Experience/Great Disposition/Good Natured Humor
Example: The goal of their interactions is to create a positive experience for the guest.
4. Sometimes Things Fall Apart
Example: When things do go wrong, the nominee is part of the solution and not the problem.

Please submit your nomination and send to Linda Jurek, Executive Director, Visit Cook County linda@visitcookcounty.com no later than October 4th. Thank you.