

30UNDER30

Scoring Rubric

Applications will be reviewed by an industry judging panel and be scored on the following topics. Note that we are looking for overall well-rounded candidates and are not expecting individuals to score highly in every category below. Examples of high-quality applications are provided for reference only and are not inclusive of all high-scoring applications.

Demonstrated success in your position. Examples include:

- Created, led, or was a significant contributor to projects that had a significant impact on the community, organization or tourism industry
- Showed written or visual examples of successful project(s) completed in current role
- Demonstrates meaningful results, KPIs, statistics or other evidence of strong ROI on professional activities

Proven history of progressive responsibility/career progression. Examples include:

- Has a history of taking on new responsibilities/expanding job scope and role
- Received cross-training/worked in multiple departments within the organization
- Received a promotion or a significant change in job title during career
- Worked at multiple tourism-related organizations

Commitment to professional development and thought leadership. Examples include:

- Participates in DI or industry-led webinars
- Attends in-person industry events related to travel and tourism
- Participates in the DI mentorship program
- Speaks at virtual or in-person webinars, events or courses as a speaker/lecturer
- Participates in DI committees or task forces
- Takes professional development courses or certifications
- Received another industry award or honor (such as eTourism Emerging Leader, PCMA 20 in the 20s, etc.)
- Pursuing additional formal education such as a secondary degree or tourism college

Leadership in the local or regional community. Examples include:

- Participates or volunteers in local committees, charities or non-profit organizations outside of current professional role
- Serves in leadership position of community group outside of current professional role

Produces creative and innovative video

- Must succinctly answer BOTH questions within the time limit
- Include visual example(s) of projects or key initiatives
- Describe or show the positive impact your job has on the community

- Show creativity, energy and personality in your video presentation
- Be yourself!

Note that we are not looking for professionally produced videos; we are looking for applicants that are enthusiastic about their position and organization, optimistic and passionate about their future in the travel and tourism industry, and excited to talk about themselves and their community.

Examples of outstanding video submissions from 2024:

- [Caitlin Neal, Pick Eilijay](#)
- [Fallon Tullier, Visit Baton Rouge](#)
- [Katie Streater, Brand USA](#)
- [Nate Sweetman, Visit Sarasota County](#)