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VRLTA Announces 2017 ‘Ordinary Awards,’ Honoring Virginia’s Hospitality and Travel Industry on October 2 in Richmond

New 2017 Category for Beverage Producers includes three awards for Brewery, Winery, and Distillery of the Year; Nominations Close August 25, 2017

Richmond, Va. – July 14, 2017 – The Virginia Restaurant, Lodging & Travel Association (VRLTA), the leading association for Virginia’s hospitality and travel industry, announced today the nomination period for the 2017 Ordinary Awards. All Virginia restaurants, hotels, B&Bs, travel destinations, travel attractions, DMOs/CVBs, and more⁴¹, regardless of membership with the Association, are eligible to submit nominations by August 25, 2017. Finalists will be announced in September, followed by the Awards Dinner on the evening of October 2, 2017 at The Westin Richmond.

The unique name pays homage to Chinn’s Ordinary, built in or around 1728, near the mid-way point between Alexandria and Winchester, in what is now Middleburg. The Ordinary catered to travelers between the two popular regions acting as an inn and tavern.

The awards also honor an industry and workforce that are anything but ordinary. It is the extraordinary effort of individuals in the hospitality and travel industry that make Virginia a desirable location to live and an even more desirable place for tourism.

The 2017 Awards program features 16 awards across four primary categories. This includes a new Beverage Producer Category with three awards for Brewery, Winery, and Distillery of the Year.

During the 2016 Awards Dinner, VRLTA honored the late Jim Ricketts with the first Golden Pineapple Lifetime Achievement Award for his more than 40 years of service to the Virginia Beach tourism industry. Also at the event, the annual “DMO/CVB Employee of the Year” Award was named in his honor. The *Jim Ricketts Award for DMO/CVB Employee of the Year* will be given annually recognizing an individual for his/her extraordinary contributions to Virginia’s tourism industry and his/her region’s visitors.

Nominations will be accepted now through August 25, 2017, with Finalist announced in September. The Awards Dinner will be held on October 2, 2017 at The Westin Richmond. Tickets and tables are available for purchase now. Sponsorships are also available.

For more information about the event or to submit a nomination visit OrdinaryAwards.com.

About Virginia Restaurant, Lodging & Travel Association (VRLTA)

The Virginia Restaurant, Lodging & Travel Association is the only unified voice for the restaurant, lodging, travel and hospitality suppliers associations. VRLTA creates value for members by promoting the legislative interests of the industry, networking, educational opportunities, and protecting free enterprise. Inquiries about membership and VRLTA services should be directed to VRLTA at (804) 288-3065 or VRLTA.org.

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