



CATEGORY - 07 – MARKETING COMMUNICATIONS

A) Best Tourism Promotional Campaign

This category recognizes excellence in promotion and marketing of destinations, tourism products and services and group projects. Initiatives can include ongoing marketing programs and / or short term marketing campaign.

Q1. PRODUCT (20 POINTS)

- a) Provide a general overview of the nature and history of your promotional campaign. You are entering into the awards. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above.
- b) Outline the objectives and philosophies and/or rationale behind your marketing initiative.
- c) How does your marketing initiative contribute to and grow tourism within the region.

Q2. MARKETING (60 POINTS)

- a) Who are your target markets and how did you identify them?
- b) Describe the marketing strategies used and detail the success/outcomes of those strategies.
- c) How was your activity funded?
- d) What is unique or special about the way you promote your destination or product and services?
- e) How do you ensure the information is reliable and accurate?
- f) Describe the risk issues you have identified for your marketing initiative and summaries the specific risk mitigation strategies you have in place.
- g) Describe campaigns carried out during last 2 years
- h) Explain the most successful theme based campaign during year 2017/2018.

TIPS

Part (a)

may include details on how your target audience reflects the wider marketing strategies of your state or national tourism industry. Consider the research methods used to gain information for your campaign.

Part (b)

Examples could include evidence of increased profitability, occupancy, visitor numbers, market share, media coverage. Consider how you ensured all information used was correct. What collateral (marketing support material) was used in your campaign? You may include how it was produced and distributed.

Part (c)

Carefully explained graphs, charts or percentages may help illustrate your answer. Sponsorship value generated through TV, Radio and Print and other sponsorship values



Q3: SUSTAINABILITY AND INNOVATION (20 POINTS)

- a) Describe how your marketing activity/ initiative is competitively positioned in the marketplace through your commitment to environmental sustainability.
- b) Describe how your activity/initiative benefits and respects the local community values and culture
- c) Describe any innovations associated/related to your marketing initiative and the specific benefits achieved.

TIPS

Part (a)

Examples could include promoting sustainable tourism, recycling products and materials, and selection of appropriate imagery.

Part (b)

Examples could include apprenticeships, in-kind contributions, employment of local residents, partnerships with community-based organizations etc.

Total score: 100 points.