

14. DESTINATION MARKETING

This category recognises creativity and innovation in fully integrated destination marketing activity/campaign (international or domestic) to attract visitors to a region/destination.

The campaign can be a single promotional activity or a series of related promotions delivered by one organisation.

The Campaign/Activity should:

- Demonstrate innovation, creativity, results
- Attract key target markets of DMO.
- Include before and after key metrics that show results achieved from the campaign

This category is open to Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, local government and marketing alliances delivering consumer marketing campaigns.

Not required to have traded for the entire qualifying period, activity must have occurred during the qualifying period.

1. BACKGROUND (20 points)

Outline the rationale and objectives behind your marketing activity.

Tip: What were you trying to accomplish? You are encouraged to include measurable targets such as number of campaign partners, number of visitors, length of stay, regional dispersal, expenditure etc.

2. RESEARCH (25 points)

Who were your target markets, why and what research did you use to identify them?

Tip: This is a three-part question – make sure you answer a) who, b) why and c) what. Consider including geographic markets, demographics, psychographics, media preference, motivations for travel and purchasing patterns.

3. CREATIVITY (25 points)

Describe the philosophy behind your creative strategy and demonstrate how you have integrated this philosophy into the actual creative.

Tip: Include images that illustrate your creative approach and explain how they linked to what you wanted consumers to think about your destination.

4. EXECUTION (20 points)

Describe the marketing strategies used and detail the success and outcomes.

Tip: Include all forms of marketing – print, digital, broadcast, PR etc. Include how your activity has positively impacted on the destination and/or stakeholders within your region as well as the individual outcomes of each strategy. This should be linked to the objectives identified in Question 1.

5. EVALUATION (10 points)

Explain how you evaluated the success of your activities.

Tip: Consider surveys, media monitoring, increase visitation.

TOTAL SCORE: _____/100