

## 14. TOURISM MARKETING & CAMPAIGNS

This category recognises creativity and innovation in the promotion of tourism products, services and/or destinations. The focus can be for a specific singular or ongoing campaign, or ongoing integrated marketing approach delivering innovative marketing/campaigns that supports the promotion of the tourism industry.

This category is open to digital enterprises, Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, Online Travel Agents, local government and marketing alliances. This is not for individual tourism products.

### SCORING

Entrants in this category will be scored from the following sources:

- Written submission: 90 marks. The score for each question is highlighted below.
  - Online review: 10 marks
  - Site visit: 0 marks. Due to the nature of entrants in this category, the site visit will be for verification purposes only, therefore no points will be awarded.
- Total score: \_\_\_/100 points

### WRITTEN SUBMISSION

- Respond to the following questions using maximum 8,000 words and 25 images. Please note Q1 (COVID-19 Impact) is not included in the word count and it will not contribute to the overall score.
- Submissions are made via the [Australian Tourism Awards portal](#).
- A good answer should include:



#### 1. COVID-19 IMPACT (0 marks)

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**Provide the judges with an understanding of your business situation resulting from the national and world events (e.g., COVID-19, bushfire) during the qualifying period. Please answer:**

1. *Outline how many months in the second half of the qualifying period (1 July 2020 – 30 June 2021) you were operational for.*
2. *Describe what the business restrictions were on your business e.g., gatherings.*
3. *Describe the impact of travel restrictions on your business e.g., border closures.*

*NOTE: These responses do not contribute to your overall score but provide a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.*

## 2. INTRODUCTION (20 marks)

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Please provide an overview of your tourism marketing/promotion/campaign including the rationale behind it.

*Response Guidance*

- ❖ Provide a short summary of the tourism marketing, promotion or campaign to introduce the concept to the judges.
- ❖ Describe the various stakeholders that worked together on the promotion or campaign, the various roles, and the collective strengths and reasons for participating (if applicable).
- ❖ Provide the rationale for the development of the marketing, promotion or campaign, including how it was developed. Ensure to relate it back to tourism. You might like to include details about the state of play at the time and why you felt you needed to implement the marketing, promotion or campaign.
- ❖ Highlight the marketing/promotion/campaign points of difference/what makes it different/special.
- ❖ Take care to demonstrate your eligibility for this category as related to the descriptor.
- ❖ Demonstrate why your marketing/promotion/campaign should be considered for winning an award.
- ❖ Use graphics to support and enhance your response provided.

## 3. DEVELOPMENT AND CREATIVITY (25 marks)

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**A. Outline the market research and analysis used to inform the development of your strategy. 15 marks**

*Response Guidance*

- ❖ Show the judges the depth of research undertaken from primary and secondary sources to support your concept and how you integrated the insights from the research into your marketing.
- ❖ Describe how your strategy contributed to, or enhanced marketing and promotional efforts in the tourism industry locally, provincially, or nationally.
- ❖ Demonstrate your understanding of your target market/s and how you determined them. Describe your target market in terms of who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and what they value.
- ❖ Describe the elements of your marketing, promotion or campaign, including:
  - what marketing activities were employed
  - what goals were established
  - metrics to measure the success of your actions/activities
  - the budget breakdown (if possible to share), etc.
- ❖ The response needs to focus on innovative approaches to marketing.
- ❖ Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

**B. Demonstrate your approach to the marketing creative. 10 marks**

*Response Guidance*

- ❖ Detail how you outsourced, or undertook in-house, the various elements of the creative. For example: brand development, graphic design, video production, imagery, written word, etc.

- ❖ *If outsourced, describe elements of the brief. Or, if you developed the creative in-house, detail the skill sets of those involved and how you worked up the creative plan behind the marketing.*
- ❖ *Clearly demonstrate how it is innovative, unique, or inspiring. Provide evidence as to how you have determined its uniqueness, etc.*
- ❖ *Use graphics to support and enhance your response. For example, a map of the geographical boundaries of the destination (if relevant), images of collateral specifically developed for this marketing, promotion or campaign, images of published articles, screenshots of online activity, etc.*

#### 4. EXECUTION (15 marks)

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**Detail the range of marketing tactics that were used.**

*Response Guidance*

- ❖ *Describe the marketing plan activities, why the activities were implemented and how they are innovative or inspired.*
- ❖ *Demonstrate how the chosen tactics align with overall strategy of the marketing, promotion or concept.*
- ❖ *Show the judges how you were clear in your messaging, focussing on your clear points of difference (or unique selling points).*
- ❖ *Demonstrate how you clearly communicated the action you wanted taken (outline the call to action).*
- ❖ *Ensure that your response is relevant to the qualifying period.*
- ❖ *Use graphics to support and enhance your response.*

#### 5. RESULTS (30 marks)

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**A. Demonstrate the results of your marketing, promotion or campaign from a media perspective. 10 marks**

*Response Guidance*

- ❖ *The judges are looking at specific media results from your marketing.*
- ❖ *You should provide statistics from the results of the marketing activities specific to media, e.g., media visits and press releases as well as published articles, blogs, features etc.*
- ❖ *Outline where the data was sourced from, e.g., analytics, media monitoring, focus groups, surveys.*
- ❖ *Remember, the results should relate back to the objectives and goals outlined in previous questions.*
- ❖ *Ensure that your response is relevant to the qualifying period.*
- ❖ *If the results were impacted by the global pandemic and national events, ensure you include details of how your marketing, promotion or campaign was impacted.*

**B. Demonstrate the results of your marketing, promotion or campaign from an industry perspective. 10 marks**

*Response Guidance*

- ❖ *The judges are looking at the specific industry results from your marketing.*
- ❖ *You should provide statistics from the results of the marketing activities specific to the industry, e.g., industry participation, co-op arrangements, sharing.*
- ❖ *Demonstrate how you converted the interest generated from the marketing, promotion or campaign into increased visitors to the region.*

- ❖ *Outline the strategies that were implemented to convert awareness to visitation in-region and the outcomes of these strategies.*
- ❖ *Outline where the data was sourced from, e.g., analytics, media monitoring, focus groups, surveys.*
- ❖ *Compare the results relative to existing visitor numbers to the destination, product/s or experience/s featured. Where a complete set of results are not yet available, detail what you do know and outline your expectations for success based on what you have seen so far.*
- ❖ *Remember, the results should relate back to the objectives and goals outlined in previous questions.*
- ❖ *Ensure that your response is relevant to the qualifying period.*
- ❖ *If results were impacted by the global pandemic and national events, ensure you include details of how your marketing, promotion or campaign was impacted.*

**C. Demonstrate the results of your marketing, promotion or campaign from a consumer perspective. 10 marks**

*Response Guidance*

- ❖ *The judges are looking at specific visitor results from your marketing.*
- ❖ *You should provide statistics from the results of the marketing activities specific to the consumer, e.g., consumer awareness, interaction, conversion.*
- ❖ *Outline where the data was sourced from, e.g., analytics, media monitoring, focus groups, surveys.*
- ❖ *You should include metrics that measure the outcomes and consider increased web traffic, increased bookings, increased visitor arrivals etc. Where a complete set of results are not yet available, detail what you do know and outline your expectations for success based on what you have seen so far.*
- ❖ *Remember, the results should relate back to the objectives and goals outlined in previous questions.*
- ❖ *Ensure that your response is relevant to the qualifying period.*
- ❖ *If results were impacted by the global pandemic and national events, ensure you include details of how your marketing, promotion or campaign was impacted.*