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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 category 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
- Business verification meeting: 0 marks (applies for first time entrants and those returning to the program after a break of more than two consecutive years)

Total score: ___/100 marks

WRITTEN SUBMISSION

- Respond to the following questions using maximum 10,000 words and 25 images.
 - Submissions are made via the [Australian Tourism Awards portal](#).
 - **A good answer should include the: What, Why & Measured Results**
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Business Impact Summary (0 marks)

Please provide the judges with an understanding of any impact to the business's situation resulting from natural, national and/or world events during the qualifying period. E.g., natural disasters (fire/flood), pandemic.

NOTE: This response does not contribute to the overall score but provide a clearer picture for judges to understand what the business has been able to achieve. This is factual information only, allowing you to tell the business story in the subsequent questions.

NOTE: If no impact to the business has occurred in the qualifying period, this question does not need to be answered.

Bullet points are recommended. The response should be short and sharp. (Max 250 words overall)

List any issues that have had a significant impact on the business during the qualifying period (1 July 2022 – 30 June 2023).

Include the following information:

- *What the event/situation was (fire, flood, business restrictions).*
- *How it impacted the business (e.g., closure of business, staff shortages, stock levels, cash flow).*
- *The severity of the impact.*
- *For what period (e.g., how many months within the qualifying period).*

1. Introduction (15 marks)

A. Provide an overview of the tourism marketing/campaign. 15 marks

Provide a short summary of the tourism marketing/campaign to introduce the concept and the aim of the campaign to the judges.

Describe the various stakeholders who worked together on the campaign, the various roles and the collective strengths and reasons for participating (if applicable).

Include details about the destination environment at the time the marketing/campaign was developed. This will set the scene for Q2A.

Highlight the marketing/campaign's points of difference and what makes it stand out from others.

Ensure you demonstrate your eligibility for this category as related to the descriptor and clearly outline why the marketing/campaign should be considered for an award.

IMAGES

Attach a minimum of two graphics throughout Question 1. to support and enhance your response provided. For example, a map of the geographical boundaries of the destination (if relevant) etc.

VIDEO

Include a link to a video of your marketing /campaign. Note: the video will not be scored, however, it does provide the judges with context to your campaign.

2. Campaign Development (25 marks)

A. Provide the rationale for the development of the tourism marketing/campaign and how it fits within the organisations broader marketing objectives. 10 marks

The judges are looking to understand why the marketing/campaign was developed e.g., was it for awareness, acquisition, retention, growth or other reason. Expand on the reasoning as to why it was needed e.g., if it was for product awareness why was greater awareness of the product/region needed?

Explain how the marketing/campaign will support the organisations overall marketing strategy. If a collective is entering, consider how the marketing /campaign will support the individual business' marketing strategies or local/regional strategies in place.

To assist in demonstrating the rationale, include what the objectives were for the marketing/campaign.

Ensure that the response relates to tourism.

B. Outline the market research and analysis used to inform the development of the tourism marketing/campaign. 15 marks

Outline the research stage of the marketing/campaign. Show the judges the depth of research undertaken from primary and secondary sources to support the development of your concept.

Begin by demonstrating your understanding of the target markets and how they were determined. Describe them in terms of who they are, where they are from, how old they are, how they purchase travel, where they find information, what marketing channels they use, what motivates and inspires them and what they value.

Outline other considerations that were researched for the marketing/campaign, e.g., seasonality, availability, competition, market dynamics.

IMAGES

Attach a minimum of two graphics throughout Question 2. to support and enhance your response provided. For example, a map of the geographical boundaries of the destination (if relevant) etc.

3. Execution and Creativity (30 marks)

A. Demonstrate the approach to the development of the marketing creative. 15 marks

You have previously explained the rationale behind the marketing/campaign and the first steps (the research) undertaken to inform its development. Now, demonstrate to the judges how the marketing/campaign was developed using the data gathered in your research.

Outline the approach to content creation. Detail how you outsourced, or undertook in-house, the various elements of the creative. For example, brand development, graphic design, video production, imagery and written word.

If outsourced, describe elements of the brief. 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.

B. Detail the range of marketing tactics that were used and how these supported the overall marketing /campaign objectives. 15 marks

The response needs to focus on innovative approaches to marketing. Show the judges how you were clear in your messaging, focussing on your points of difference (or unique selling points).

Describe the elements of the marketing /campaign including:

- *What marketing tactics were developed.*
- *What goals were established for these marketing tactics.*
- *What metrics were implemented to measure success.*

- *The budget breakdown if you are able to share this.*

Demonstrate how the chosen tactics align with the marketing/campaign objectives (you should refer to the objectives you answered in Q2A).

Demonstrate how you clearly communicated the action you wanted taken (outline the call to action).

Clearly demonstrate how it is innovative, unique, or inspired. Provide evidence as to how you have determined its uniqueness, etc.

Ensure that your response is relevant to the qualifying period. Refer to the Rules for further clarification on the qualifying period.

IMAGES

Attach a minimum of two graphics throughout Question 3. to support and enhance your response provided. For example, images of collateral specifically developed for this marketing /campaign

4. Results (20 marks)

A. Demonstrate the results of your marketing/campaign. 20 marks

Judges are looking for media, consumer awareness and visitation results from your marketing/campaign.

Provide:

- *Statistics from the results of the marketing activities specific to:*
 - *Media, e.g., media visits, press releases, published articles, blogs, features.*
 - *Consumer awareness, e.g., increased web traffic, social media engagement.*
 - *Industry, e.g., industry participation, co-op arrangements, sharing.*

Demonstrate how you converted the interest generated from the marketing /campaign into visitation to the region. Compare the results relative to existing visitor numbers to the destination, product/s or experience/s featured.

Outline where the data was sourced from e.g., analytics, media monitoring, focus groups, surveys.

Describe how your campaign contributed to or enhanced the marketing and promotional efforts of the tourism industry locally, regionally, or nationally.

Ensure that your response is relevant to the qualifying period.

If results were impacted by the pandemic and/or local or national events, ensure you include how your marketing/campaign was impacted.

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 of the marketing/campaign outlined in previous questions.

If providing a snapshot of data within your image allocation, ensure you provide an analysis and/or interpretation of this, rather than leaving it to the judges to decipher.

IMAGES

Attach a minimum of two graphics throughout Question 4. to support and enhance your response provided. For example, images of published articles, screenshots of online activity, etc.
