

2010 Canberra and Capital Region Tourism Awards:

Category questions

14. TOURISM MARKETING

This category recognises excellence in marketing tourism products, regions, destinations, or group projects. Initiatives can include short-term marketing campaigns, ongoing marketing programs or promotional vehicles such as websites etc.

Important reminders:

- *Entrants must ensure their answers refer specifically to the product and category they are entering.*
- *Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.*

Tip for all questions:

- *Prior to using an acronym, please state phrase or name in full followed by the acronym in brackets.*

Question Scoring:

- *The points in brackets reflect what each Question and its subsections are worth.*

Question 1. Product (20 points)

- Provide a general overview of the nature and history of your business and the marketing initiative you are entering into the awards. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above. (6 points)
- Outline the objectives and philosophies and/or rationale behind your marketing initiative. (8 points)
- How does your marketing initiative contribute to and grow tourism within your region, state or (if applicable) nationally? (6 points)

TIP: Part a) Consider stating where you are located geographically (perhaps include a map shot) and including a picture to help judge's visualise your business/marketing activity.

Question 2. Marketing (60 points)

- Who are your target markets and how did you identify them? (15 points)
- Describe the marketing strategies used and detail the success/outcomes of those strategies. (15 points)
- How was your activity funded? (10 points)
- What is unique or special about the way you promote your region or product? (10 points)
- How do you ensure the information is reliable and accurate? (5 points)

- f) Describe the risk issues you have identified for your marketing initiative and summarise the specific risk mitigation strategies you have in place. (5 points)

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.

Part f) You should consider business risks as well as operational risks. Also consider displaying information in a matrix form and identifying levels of risk.

Question 3: Sustainability and Innovation (20 points)

- a) Describe how your marketing activity/initiative is competitively positioned in the marketplace through your commitment to environmental sustainability. (6 points)
- b) Describe how your activity/initiative benefits and respects the local community values and culture. (7 points)
- c) Describe any innovations associated/related to your marketing initiative and the specific benefits achieved. (7 points)

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 organisations etc.

Total score: 100 points.
