



2011 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 note:

- *The numbers after each sub-question refer to the judges' weighting.*

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 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)
- Outline the objectives and philosophies and/or rationale behind your marketing initiative. (8)
- How does your marketing initiative contribute to and grow tourism within your region, state or (if applicable) nationally? (6)

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)
- Describe the marketing strategies used and detail the success/outcomes of those strategies. (15)
- How was your activity funded? (10)
- What is unique or special about the way you promote your region or product? (10)
- How do you ensure the information is reliable and accurate? (5)
- Describe the risk issues you have identified for your marketing initiative and summarise the specific risk mitigation strategies you have in place. (5)

TIPS: Consider all arms of marketing (e.g. sales, advertising, public relations, word of mouth and e-marketing) where appropriate. Your objective should be to demonstrate a clear plan supported by market research and the results achieved.

Part a) Explain what research you used to identify them.

Part b) Displaying your target markets, strategies and outcomes in a table format is recommended. Ideally there should be a strategy and outcome described for each target market listed in your answer to part a). Consider all elements of marketing (e.g. digital, mobile, social networking, sales, advertising, PR and word of mouth) where appropriate. Your objective should be to demonstrate a clear plan supported by market research and the results achieved. You should also discuss any changes implemented in your business based on the results, where appropriate.

Part c) Carefully explained graphs, charts or percentages may help illustrate your answer.

Part d) relates to your marketing material e.g. brochures, flyers, advertising, website etc. and keeping them up to date.

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)
- b) Describe how your activity/initiative benefits and respects the local community values and culture. (7)
- c) Describe any innovations associated/related to your marketing initiative and the specific benefits achieved. (7)

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. No site inspection.