

This category is open to all accommodation providers to recognise excellence in marketing activity undertaken to foster a greater awareness of an accommodation provider in the marketplace. Initiatives may include, but are not limited to: market research and planning; advertising and promotions; publications; and trade/media/consumer events.

This category will be judged on a written submission only, of no more than 1000 words plus accompanying documents and pictures where relevant. This should detail your property's current marketing activity.

Important: Please ensure that each question is addressed in 100 words or less and that your submission follows the "Written Submission and Entry Format".

Questions and Judging Criteria

BEST MARKETED HOTEL

Questions and Judging Criteria

1. Provide evidence of research and planning that supports your property's marketing strategy.
2. Describe and provide evidence of your property's marketing activity – campaigns and key details. Clearly specify what you were trying to achieve (objectives and strategies) and how you did it (tactics and budget). This is relevant to the size of your hotel operation.
3. Describe and provide evidence of the consistency and quality of in-house marketing and branding.
Please include if the marketing team demonstrate more than just best practice or use a new or innovative approach to achieving the objectives.
4. Discuss your hotel's website with regards to appeal and efficiency. Include measurement analytics.
5. Provide evidence of how social media has been used as a strategy to achieve the objectives of your marketing plan (e.g. Instagram, Twitter, Facebook, SnapChat, Trip Advisor, YouTube, LinkedIn, Urbanspoon)

