
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

Tourism Marketing Campaign

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In association with



THE NEW ZEALAND TOURISM AWARDS

Key Dates

16 June

Step 1 - Entries Close
Register by this date
to enter the awards

20 June

Step 2 -Submissions Close
Complete your submission
with information on your entry

July

Finalists Announced

7 September

Awards Dinner
Air Force Museum, Wigram, Christchurch

Please note you must enter the awards by 20 June. At this stage you will pick the awards you wish to enter and make payment. Late entries are not accepted.

Key Contact

Should you have any questions about your application or the entry/submission process, please contact the Tourism Industry Aotearoa events team on:

Ph: 04 499 0104 Extn # 3
e: awards@tia.org.nz

The Criteria and Submission Guidelines contain all the information needed for completing your submission. Please read this document carefully before commencing.

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P 04 499 0104 0800 TIA HELP (842 4357)
E events@tia.org.nz
nztourismawards.org.nz

Awards Process

Step One: Entry Registration

Complete the online application form to register your interest and state which award categories you wish to enter, and make payment.

A non-refundable administration fee of \$90 (exc GST) per award applies for all TIA members; a fee of \$150 (exc GST) applies for non TIA members.

All applications will receive an acknowledgement from the TIA Events Team.

Step Two: Detailed Submissions

Complete the online submission form. This includes questions relating to the award criteria as well as names and contact details for referees.

Following the final submission date (midday, 20 June), the judging process will commence. The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, your referees may be contacted by a member of the judging panel. You will also be encouraged to make a short video to be played at the awards dinner in Christchurch on 7 September.

Please ensure that you leave sufficient time to complete your submission so that it best represents your ability and achievements, giving you the greatest chance of success!

Submission requirements

Please ensure you read the submission requirements and criteria closely before you begin filling in your submission form.

Strict word counts apply, and these are laid out in the submission requirements. Submissions will only be accepted using the online submission forms provided. The online submission form can be amended up to the 20 June deadline.

Where relevant, evidence should be provided to show how you are operating your business within the context of the Tourism 2025 growth framework. Examples are available on the [Tourism 2025 website](#)

[Click here](#) for instructions for the Submission Portal.

Terms and Conditions

The terms and conditions, including refunds and cancellations, can be found on the [New Zealand Tourism Awards website](#)

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Tourism Marketing Campaign Award:

The Tourism Marketing Award recognises a successful international and/or domestic tourism marketing campaign undertaken by an individual organisation. The campaign can be a single marketing activity or a series of related promotions delivered by **ONE** organisation. It should demonstrate creativity, innovation and results. It could help achieve Tourism 2025 goals such as addressing seasonality, encouraging regional dispersal, attracting high-value visitors.

The marketing campaign may be ongoing, however you must be able to show results achieved.

Please note, this category is open to individual businesses and is not for multi company campaigns or Regional Tourism Organisations – campaigns involving more than one business or an RTO should look at entering the Industry Alignment Award.

What are the Judges looking for?

- Clarity and purpose – a tourism marketing campaign that has clearly defined goals, has been successfully implemented on time and to budget, and is having a significant impact.
- Creativity and innovation – the campaign demonstrated creativity and innovation, helping achieve the Tourism 2025 aspirational goal, for example through attracting a high value visitor segment, encouraging regional dispersal, extending visitor travel beyond the peak summer season.
- Brilliant results – demonstrable results are documented, the campaign evaluated and the impact measured.

Submission Details

Your submission should include the following and must be submitted on the online form.

Organisation statement*

A short statement about your organisation. (*max 150 words*)

Tourism Marketing Campaign*

Briefly tell us why you should win this award. (*max 150 words*)

***This information may be used in TIA marketing material.**

Award Statements

Statements should concisely outline how the organisation has demonstrated the criteria for this award.

1. Clarity and purpose – describe your tourism marketing campaign – (200 words max) (20 points)

Areas to cover:

- *Outline the tourism marketing campaign and the various components, including the timeframe*
- *Who was responsible for the campaign development?*
- *What were the marketing campaign goals and objectives, including target audience?*
- *Was it developed to exploit a particular opportunity or address a challenge?*
- *Did the campaign run to time and to budget?*
- *What role did insight play in its development?*

2. Creativity and innovation – How did the campaign demonstrate creativity and innovation and help achieve the Tourism 2025 aspirational goals such as addressing seasonality, encouraging regional dispersal, attracting high-value visitors (300 words max) (30 points)

Areas to cover:

- *In what way was this campaign creative/innovative?*
- *What was the unique selling proposition?*
- *What was the call to action?*
- *Did it address a particular Tourism 2025 issues/s, or help exploit an opportunity? e.g. did it extend your visitor season, encourage regional dispersal, target a new high value visitor segment. Did you encounter any issues in the development or implementation of this campaign and if so how were these overcome?*

3. Brilliant results – what results were achieved? (500 words max) (50 points)

Areas to cover:

- *What results were measured?*
- *What results did this campaign achieve? Provide before and after metrics (results could include financial, visitor growth, attracting new markets/audience segments, profile raising, extending your visitor season etc)*
- *How were leads converted into sales?*
- *Results should include information about how this campaign met or exceeded your return on investment objectives*
- *Any impact beyond what was expected?*
- *Any plans to continue/repeat/evolve the campaign?*

Supporting evidence

Evidence can be submitted to support any/all of the criteria for the award. See the 'evidence' points in the criteria for examples. Entrants can provide up to 2MB of supporting evidence in a pdf. Links to websites and electronically held information are welcome.

Referee checks

Provide two referees, including contact name, email and phone number for each.