
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

EPAY NZ

TOURISM MARKETING AWARD

Brought to you by:



THE NEW ZEALAND TOURISM AWARDS

Key Dates

ENTRIES OPEN

7 MAY 2018

Complete the online entry form, choose the categories you wish to enter and then pay the entry fee. You'll be emailed a link to start the submission process straight away.

SUBMISSIONS CLOSE

12 JUNE 2018

You'll have until 5.00 pm (NZST) on 12 June to complete your submission. Judging begins soon after, so late entries will not be accepted.

DINNER TICKETS ON SALE

28 JUNE 2018

Who will take out the top tourism title? You'll be able to book your tickets to the Awards Dinner and be there to find out.

FINALISTS ANNOUNCED

27 JULY 2018

We'll be ready to share the good news, with finalists being announced for each award.

AWARDS DINNER

6 SEPTEMBER 2018

Drum roll please!

The New Zealand Tourism Awards culminates in a prestigious black tie dinner at the Air Force Museum, Christchurch. Finalists will be recognised, winners announced and the recipient of the coveted Air New Zealand Supreme Tourism Award revealed.

Key Contact

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

t: 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.

Brought to you by:



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

Awards Process

Step One: Entry

Complete the online entry form, choose the categories you wish to enter and then pay the entry fee.

You'll be emailed a link to start the submission process straight away.

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

Step Two: Submission

Complete the online submission form.

You'll have until 5.00pm (NZST) on 12 June to complete your submission. Judging begins soon after, so late entries will not be accepted.

The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, you will be encouraged to make a short video to be played at the awards dinner in Christchurch on 6 September.

Submission Requirements

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

Strict word counts apply, and these are laid out in the submission criteria. Submissions will only be accepted using the online form available on the Tourism Awards website (from 7 May). You can amend your submission online up until 5.00pm (NZST) on 12 June.

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 - <http://www.tourism2025.org.nz/>

Terms & Conditions

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

Supporting Material

Supporting material is encouraged and can be submitted to support any/all of the criteria for the award.

Entrants can provide up to 2MB of supporting material in PDF format. Links to websites and electronically held information are welcome.

Referee Checks

Provide names of two referees, including their contact email and phone number.

If you are selected as a finalist, your referees may be contacted by a member of the judging panel.

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 and you must include before and after metrics that 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 (including before and after metrics).

Submission Criteria

Your submission should include the following and must be submitted using the online form available on the Tourism Awards website.

Organisation statement *	A short statement about your organisation. <i>(150 words max)</i>
Tourism Marketing Campaign*	Briefly tell us why you should win this award (focus on results achieved). <i>(max 150 words)</i>
Award Statements	Statements should concisely outline how the organisation has demonstrated the criteria for this award.
Clarity and purpose Describe your tourism marketing campaign – (200 words max) - 20 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – 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?

<p>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</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> - 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?
<p>Brilliant results What results were achieved? (500 words max) - 50 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> - What results did this campaign achieve? Include 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?

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