

10. 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 1. Product (20 points)

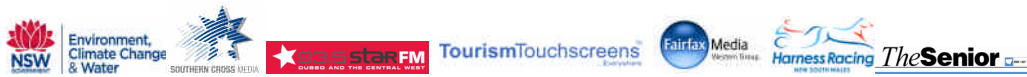
- Provide a general overview of the nature and history of your business and the marketing initiative you are entering into the awards. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above.
- Outline the objectives and philosophies and/or rationale behind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

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

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.



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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)

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

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 visitation.

23. Inland Tourism Energy Efficiency Award



Please note entering the Inland Tourism Energy Efficiency Award does not attract an entry fee. We encourage you to enter the inaugural Inland Tourism Energy Efficiency Award brought to you by NSW Government Department Environment, Climate Change and Water.

Please see below the 2 questions for this. The entry requirements for this are open with the only restriction being a maximum of 5 pages. This award will be judged separately by the Department who will also receive a copy of your Q1. Please click this link for more assistance in completing this application <http://www.savepower.nsw.gov.au/awards.aspx>

Question 1: (20 points)



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- a) What changes have you made to improve the environmental performance of your business? (e.g. reducing water and energy use, minimising volume and toxicity of waste, more efficient use of materials, staff policies and training etc.)
- b) What role (if any) have your staff, customers and suppliers played?

Criteria

Part a) What changes have they made to improve the environmental performance of the business? (e.g. reducing water and energy use, minimising volume and toxicity of waste, more efficient use of materials, staff policies and training etc.)

Part b) What role (if any) have their staff, customers and suppliers played? (e.g. engaging staff in developing and implementing environmental plans for the business, understanding customer attitudes to environmental issues and gaining feedback on any changes made, identifying ways to improve the environmental practices of suppliers etc.)

Explanation for guidelines

Part a) What changes have you made to improve the environmental performance of your business?

This may include:

- Reducing your water and energy use
- Improving your recycling practices such as paper, plastic etc.
- Minimising volume and toxicity of your waste
- More efficient use of materials
- Working with suppliers to find products that have a reduced environmental impact and/or encouraging suppliers to improve their own environmental performance

Where possible, highlight the results of your environmental improvements (e.g. the amount of water or material savings)

Part b) What role (if any) have your staff, customers and suppliers played?

This may include:

- engaging staff in developing and implementing environmental plans for the business
- understanding customer attitudes to environmental issues and gaining feedback on any changes made
- identifying ways to improve the environmental practices of suppliers

Question 2: (20 points)

- a) Describe in more detail what changes (if any) you have made to save energy in your business in the past year.
- b) Do you have any evidence to support your claims?
- c) **Explanation for Guidelines**

Part a) What have you implemented to make your business more energy efficient? This may include:

- No or low cost changes in behaviour such as educating staff to turn off lights, electrical equipment etc. when not in use, regular defrosting of



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fridges, checking thermostats on air conditioning so they are not unnecessarily low etc.

- Replacing existing equipment with more energy efficient equipment (e.g. with a 5 star rating) such as lighting (including skylights), heating, ventilation and air conditioning, insulation, electric motors, air compressors, commercial refrigeration and boilers

Businesses will be rewarded for engagement with the Energy Efficiency for Small Business Program. Registration will earn a bonus 0.5 of a point; completion of an assessment a further 0.5 of a point and completion of actions and a receipt of a Program rebate a further 1 point.

Part b) Evidence to support your claims could include:

- Receipts from the purchase of energy efficient equipment
- Energy bills that demonstrate a reduction in your energy use from these changes
- Information or documentation used to improve staff practices
- Energy efficiency/sustainability/environmental action plan

Criteria Question

Part a) Have they made any changes to save energy in the past year? (i.e. no/low cost behaviour changes, replacing existing equipment with more energy efficient equipment etc.)

Part b) What evidence do they have to support their claims? (e.g. receipts from the purchase of energy efficient equipment, energy bills that demonstrate a reduction in your energy use from these changes, information or documentation used to improve staff practices, energy efficiency/sustainability/environmental action plan etc.)