



# INNOVATIVE TOURISM MARKETING CAMPAIGN AWARD

Presented by : WTU Global Secretariat

This award recognizes a business and its marketing campaign using any forms of print and electronic communication, publications and promotional material that demonstrate an ongoing commitment to informing visitors about the travel product, services and/or destination.

## CRITERIA:

- The focus is on quality of content, high levels of customer satisfaction with the product/services offered and its distribution.
- The innovation could be a media campaign, website promotion or a targeted promotion campaign.
- The entry should show good evidence that the innovation contributes towards cooperative tourism development in a particular region or group of regions.
- Nominee should demonstrate recognition of community needs and show good working relationships with economic development agencies and the business community.

## ELIGIBILITY:

The category is open to cooperative marketing campaigns (e.g. macro regions, operator partnership or regional joint venture), regional tourism organizations, local authorities, tour operators, advertising agencies, events or other organizations undertaking tourism-related marketing campaigns. The tourism marketing campaign must have been completed prior to September 2004.

## PRESENTATION:

The winner of the 2004 WTMS Tourism Marketing Campaign Award will be recognized at the 2004 WTMS Awards Ceremony held during the evening of November 23, 2004.

## NOMINATION FORM

### INNOVATIVE TOURISM MARKETING CAMPAIGN AWARD

Name of Nominator:

Relationship to Nominee:

Position/Title:

Institution:

Institution Address:

Phone (include country & area code):

Fax (include country & area code):

Email address:

Website:

Name of Nominee:

Position/Title:

Company name:

On a separate page, please provide the following information:

- Please briefly describe the objectives and concepts behind the nominee's tourism marketing campaign.
- Who was the promotion targeted to? (Local tourists, foreign visitors, seniors, school groups, etc).
- What makes it innovative and sets it apart from other similar tourism marketing campaigns?
- What strategies and tactics were used in successfully delivering the campaign?
- How did the marketing campaign increase tourism? Who benefited from the campaign?

Are you providing any supporting materials? (please circle) Yes /No

(Remember to attach the "Supporting Materials Form" and mail it along with your supporting materials.)

\_\_\_\_\_  
Signature of Nominator

\_\_\_\_\_  
Date (YY/MM/DD)