

21. BEST MARKETED HOTEL

HOTEL:

ADDRESS:

TELEPHONE:

DATE VISITED:

TOTAL SCORE:

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COMMENTS:

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21. BEST MARKETED HOTEL

HOTEL:

A written submission is required to assist in the assessment of this category.

➔ **Circle corresponding score and write given number at end of line**

GENERAL

Evidence of effective (product and service) positioning to successfully gain the interest of the desire target market(s). ¹	1	2	3	4	5	6	7	8	9	10
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Comments:

A clear understanding of the marketing environment ²	1	2	3	4	5	6	7	8	9	10
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Comments:

Examples of marketing tactics utilised to achieve strategies and ultimately the marketing plan objectives ³	1	2	3	4	5	6	7	8	9	10
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Comments:

¹ The current position held in the consumers mind should be 'mapped out'. A desired position may also be presented with a discussion of the necessary strategies used to achieve this shift.

² A situational analysis should have been undertaken and may include; technology available, economic conditions, trends, media available, response to campaigns of competitors and consideration of internal factors that may help or hinder the results forthcoming.

³ Consider how the hotel has successfully chosen the correct marketing mix (4Ps) to assist its strategies in achieving the market plan.

Evidence of research and planning to achieve marketing objectives ⁴	1	2	3	4	5	6	7	8	9	10	
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Comments:

Evidence of marketing controls in place ⁵	1	2	3	4	5	6	7	8	9	10	
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Comments:

Promotional material / advertising is adequate as part of marketing plan	1	2	3	4	5	6	7	8	9	10	
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Comments:

Evidence of success and increased popularity in the previous 12 months as a result of marketing strategy	1	2	3	4	5	6	7	8	9	10	
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Comments:

Consistency of marketing message	1	2	3	4	5	-	-	-	-	-	
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Comments:

➔ TOTAL SCORE

/75

⁴ Ensure the marketing plan objectives are SMART.

⁵ Marketing control is the process of monitoring the proposed plans as they proceed and adjusting where necessary.