

## **BEST MARKETED HOTEL**

This category recognises excellence in marketing activity undertaken to foster a greater awareness of a hospitality venue in the marketplace. Rise activity may include, but is not limited to, market research and planning, advertising and promotions, publications, and trade/media/consumer events.

*Important:* Please ensure that each question is addressed in 100 words or less and that your submission follows the “Written Guidelines” as set out in the entry kit.

### **CRITERIA 1**

- Describe your desired target market/s.
- Provide evidence of effective product and/or service positioning to gain target market/s interest.

### **CRITERIA 2**

- Provide evidence of a situation analysis undertaken that takes into consideration the internal and external environmental factors that may affect marketing outcomes.

### **CRITERIA 3**

- Describe the marketing mix used and how this assisted the marketing strategies in achieving the desired outcomes.

### **CRITERIA 4**

- Provide evidence of research and planning using SMART objectives, ensure these are relevant to your marketing plan.

### **CRITERIA 5**

- Provide evidence of measurement, evaluation and monitoring throughout the marketing campaign and the measures taken to monitor the progress against the standard. Be sure to mention any corrective action that may have taken place.

### **CRITERIA 6**

- Describe and provide examples promotional materials used to achieve marketing outcomes.

### **CRITERIA 7**

- Discuss the increased popularity and patronage, including an increase of income, over the past 12 months as a direct result of your marketing campaign.

### **CRITERIA 8**

- Ensure consistency in the delivery of your marketing message to your target audience.

*Please include an example of any promotional material.*