

BEST MARKETED HOTEL – ACCOMMODATION DIVISION

Nomination Criteria

Your Submission Requirements

This category is for hotels whose primary business is providing accommodation. Start the submission with a few sentences that describe your overall venue and target audience. This is where the judges will gain an understanding of how you fit into this category. It is important to clearly demonstrate your eligibility by aligning with the judging criteria found below. It is recommended that each judging point is addressed with a paragraph outlining your suitability.

Additional documents

1. 3 x High Resolution images of the property relevant to the nomination category
2. Sales kits / Relevant promotional collateral

Judge Assessment Marks

Judging for this category will be based solely on the written submission lodged with QHA. Responses to the criteria will be heavily strengthened by the inclusion of measurable results and appropriate indicators including customer data and other types of external validation.

Marketing campaigns

Use this section to provide data and information on all marketing campaigns both current and from the previous 6-12 months. Provide data and information on how the campaigns have succeeded. This section can also include any marketing / promotions calendars, strategies and/or creative development processes involved.

Effective use of social and digital media

Use this section to elaborate on things such as colour schemes, logo placements and other social strategies that showcase overall branding. Include information on engagement levels, collaborations, and audience growth on platforms. This section can also include any social post calendars and general social strategies.

Effective website and targeted campaign use

Provide images and data showcasing effective website use and click through / booking rates from campaigns. This section can also include evidence of key markets, databases and how they are targeted via emails, SMS messages, billboard, social media, radios, or advertisements along with the consistency in which they are. This section can also include organic booking rates compared with 3rd party booking suppliers and any other information that showcases effective website use.

Evidence of external marketing activity

Provide evidence or clippings from media coverage, collaborations, and any other evidence that showcases effective external marketing activity.

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Nomination Criteria continued

Research and planning to achieve marketing strategy

Provide evidence of short-and long-term goals, any past research and data that is utilised in forward planning along with any information on strategic planning meetings and general marketing information that contributes to the overall marketing strategy of your venue.

Consistency of in-house marketing

This section can include information on booking confirmations, pre-stay emails, what's on / room guides, in room TVs, Apps or posters and the overall consistency of continuing marketing and upselling once the guest has booked with you.

Innovation in marketing activities

What new methods, ideas and products do you implement in your marketing activities? Use this section to 'Wow' the judges with your innovation and the continuing success of your marketing activity in an ever-changing world.