



## **CATEGORY 14 – DESTINATION MARKETING**

This category recognises creativity and innovation in fully integrated destination marketing activities. This category is open to Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, local government and organisations that are marketing on behalf of a destination.

### **Question 1 BACKGROUND (20 points)**

Outline the rationale and objectives behind your marketing activity.

### **Question 2 RESEARCH (25 points)**

Who were your target markets, why and what research did you use to identify them?

### **Question 3 CREATIVITY (25 points)**

Describe the philosophy behind your creative strategy and demonstrate how you have integrated this philosophy into the actual creative.

### **Question 4 EXECUTION (20 points)**

Describe the marketing strategies used and detail the success and outcomes.

### **Question 5 EVALUATION (10 points)**

Explain how you evaluated the success of your activities.

**TOTAL SCORE: \_\_\_\_/100**

**Please note:** You will be sent a Category Toolkit when you nominate to assist you with preparation of your submission. If you don't receive one please request one via email at

[jwood@tourismcouncilwa.com.au](mailto:jwood@tourismcouncilwa.com.au)

❖ ***There is no site Visit for this category***