



**TOURISM
AWARDS**



**Australian
Tourism Awards**

14. TOURISM MARKETING AND CAMPAIGNS

CATEGORY QUESTIONS

2026 AWARDS

DESCRIPTOR

This category recognises creativity and innovation in the promotion of tourism products, services and/or destinations. The focus can be for a specific singular or ongoing campaign or ongoing integrated marketing approach delivering innovative marketing/campaigns that supports the promotion of the tourism industry.

This category is open to digital enterprises, Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, Online Travel Agents, local government and marketing alliances. This is not for individual tourism products.

WORD COUNT

Minimum of 4000 words, maximum of 7500 words.

Image Count

Maximum 30 images.

QUALIFYING PERIOD

The Qualifying Period is 1 July 2025 to 30 June 2026.

SCORE SUMMARY

Submission Score	55 points
Digital Review Score	0 points
Consumer Review	0 points
Site Visit	0 points
TOTAL	55 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	10 POINTS
• Question 1.1	(10 points)
SECTION 2. CAMPAIGN PLANNING	25 POINTS
• Question 2.1	(10 points)
• Question 2.2	(10 points)
• Question 2.3	(5 points)
SECTION 3. CAMPAIGN DEVELOPMENT & RESULTS	20 POINTS
• Question 3.1	(10 points)
• Question 3.2	(5 points)

- Question 3.3

(5 points)

SECTION 4. FINAL REMARKS

- Final Remarks

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF BUSINESS

- Question 1.1
- A. Provide an overview of your organisation and the tourism marketing/campaign.
 - B. Provide visual evidence to support your answer.

SECTION 2. CAMPAIGN PLANNING

- Question 2.1
- A. Provide the rationale for the development of the tourism marketing/campaign and how it fits within the organisation's broader marketing objectives.
 - B. Provide visual evidence to support your answer.

- Question 2.2
- A. Outline the market research and analysis used to inform the development of the tourism marketing/campaign.
 - B. Provide visual evidence to support your answer.

- Question 2.3
- A. Provide an overview of the campaign's target market/s.
 - B. Provide visual evidence to support your answer.

SECTION 3. CAMPAIGN DEVELOPMENT & RESULTS

- Question 3.1
- A. Demonstrate the approach to the development of the marketing creative.
 - B. Provide visual evidence to support your answer.
- Question 3.2
- A. Provide 3-5 examples of the tactics used to support the overall marketing/campaign objective.
 - B. Provide visual evidence to support your answer.
- Question 3.3
- A. How does the marketing campaign integrate with the local, regional, or state tourism industry to stimulate economic activity?
 - B. Provide visual evidence to support your answer.

SECTION 4 FINAL REMARKS

Final Remarks