Australian Tourism Awards

14. Tourism Marketing & Campaigns

CATEGORY QUESTIONS & CRITERIA

25/3/2026

2026 South Australian Tourism Awards

TiCSA TOURISM INDUSTRY COUNCIL

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.

Prerequisite to enter

- The business must be able to demonstrate that they meet base business operating standards. This can be done by either:
    a) Holding current Sustainable Tourism Accreditation through the Quality Tourism Framework.
    b) Completing the Business Standards within their awards submission online.

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

RESPONSE GUIDE

SECTION 1. OVERVIEW OF BUSINESS	10 POINTS
Question 1.1	**10 points**
Question 1.1.A Provide an overview of your organisation and the tourism marketing/campaign.	

(text box response)

Response Guidance

Provide an introduction to the organisation and short summary of the tourism marketing/campaign to introduce the concept and the aim of the campaign to the judges.

Describe the various stakeholders who worked together on the campaign, the various roles and the collective strengths and reasons for participating (if applicable).

Include details about the destination environment at the time the marketing/campaign was developed. This will set the scene for Q2A.

Highlight the marketing/campaign's points of difference and what makes it stand out from others.

Ensure you demonstrate your eligibility for this category as related to the descriptor and clearly outline why the marketing/campaign should be considered for an award.

Assume the judge has no prior knowledge of the business, so take them on a journey of how and when it began, where the business is located or where the services are provided, who works in the business, etc.

As the judges may not be familiar with the business – and your submission may be judged nationally by judges that are not from your state/territory - explain everything from the ground up including;

- *History*
- *Size/scale of business*
- *Business structure*
- *Location/Map*
- *Involvement in tourism industry.*

Clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category. The judges (and auditors) need to understand how the business fits into the category; therefore, be sure to include a clear explanation.

Highlight the business's points of difference and what makes it stand out from others. Consider the amenities, products, services, or facilities that enhance visitor satisfaction.

Question 1.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q1.1.A. Examples of the type of evidence you can include are:

- *Images of staff, services, experiences, buildings, room types, etc.*
- *Map of location of business, route, etc.*

This is an opportunity to show each of the products or services that are on offer.

Do not include any documents (plans, procedures, policies, etc.).

SECTION 2. CAMPAIGN PLANNING	**25 POINTS**
Question 2.1.	**10 points**

Question 2.1.A Provide the rationale for the development of the tourism marketing/campaign and how it fits within the organisations broader marketing objectives.

Text box response

Response Guidance

The judges are looking to understand why the marketing/campaign was developed, e.g. was it for awareness, acquisition, retention, growth or other reasons. Expand on the reasoning as to why it was needed, e.g. if it was for product awareness, why was greater awareness of the product/region needed?

Explain how the marketing/campaign will support the organisation's overall marketing strategy. If a collective is entering, consider how the marketing /campaign will support the individual business' marketing strategies or local/regional strategies in place.

To assist in demonstrating the rationale, include what the objectives were for the marketing/campaign.

Ensure that the response relates to tourism.

Question 2.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q2.1.A Examples of the type of evidence you can include are:

- *Infographic highlighting key rationale for growth e.g. graph of declining visitor numbers.*

- *A map demonstrating where awareness of the brand may be low in specific areas.*
- *An image of any product or service that is featured within the campaign.*

Do not include any documents (plans, procedures, policies etc.).

Question 2.2	**10 points**

Question 2.2.A Outline the market research and analysis used to inform the development of the tourism marketing/campaign.

Text box response

Response Guidance

This question focuses on the research and analysis of the marketing/campaign. In follow up questions the outcome of the research and analysis will be shared more broadly.

Outline the research stage/s of the marketing/campaign. Show the judges the depth of research undertaken from primary and secondary sources to support the development of your concept.

Outline other considerations that were researched for the marketing/campaign, e.g., audience, seasonality, availability, competition, market dynamics, and market trends.

It is important to focus your response here to the research and analysis, not the outcomes. For example, the business may have conducted demographic research to understand its current visitors. Analysing this data helped identify the target market for the campaign. This question is not asking for a description of the target market itself but rather the research methods used to determine it.

Ensure to include the research undertaken for the target market and to determine that the campaign is suitable for the target market and their characteristics.

Question 2.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**

		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q2.2.A Examples of the type of evidence you can include are:

- *Infographic demonstrating market share by competitors.*
- *A graph showing changing market trends or dynamics.*

Do not include any documents (plans, procedures, policies etc.).

Question 2.3 **5 points**

Question 2.3.A Provide an overview of the campaigns' target market/s.

Provide a brief overview of the target market/s chosen for the campaign.

EXAMPLE

Name of Target Market: **_____**		
	How is this target market classified for the business/destination? Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.	(tick box)
	Target market characteristics *Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.*	

	How does the campaign aim to meet the expectations of this target market? Demonstrate how you have tailored the campaign to the target market and describe the research or analysis undertaken to determine that the campaign is suitable to the target market and their characteristics.	

Response Guidance

Provide up to 3 markets.

*A **target market** is a specific group of potential customers that a business directs its marketing efforts and products towards.*

(?) Target Market Characteristics

For the target market characteristics, consider the following:

- ***Geographic – Where they are:** Where the people live or visit*
- ***Demographic – Who they are:** Their age, family size, income, or lifestyle, such as families, retirees, or holidaymakers.*
- ***Psychographic – What they care about:** What they enjoy, believe in, or value, like being active, spending time outdoors, or supporting local businesses.*
- ***Behavioural – What they do, how they act**: Like hiring bikes, exploring the area, or looking for fun activities.*
- ***Motivations – What drives them, why they do things:** Like wanting to have family adventures, stay healthy, or try something new.*

(?) How does the campaign aim to meet the expectations of this target market?

Demonstrate how you have tailored the campaign to the target market and describe the research or analysis undertaken to determine that the campaign is suitable to the target market and their characteristics.

2.3.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment

		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image of the target market*
- *An infographic e.g. graph, demonstrating the market characteristics.*

SECTION 3. CAMPAIGN DEVELOPMENT & RESULTS	**20 POINTS**
Question 3.1	**10 points**

Question 3.1.A Demonstrate the approach to the development of the marketing creative.

Provide information on the approach to the development of the marketing creative.

Response Guidance

This is an opportunity to showcase a business's strategic thinking in the creative process.

Consider how the marketing creative was developed to align with business objectives, engage the target audience, and drive results.

This could include:

- *How market research, audience insights, and competitor analysis informed the creative approach.*
- *How the creative concept was developed to reflect the brand identity, values, and key messaging.*
- *If storytelling was a key element, outline how it was crafted to build emotional connections and enhance brand recall.*
- *Detail the involvement of internal teams, agencies, designers, and copywriters in the creative development process.*

- *If co-creation with stakeholders, customers, or local communities played a role, highlight this as a point of difference.*
- *Showcase any unique techniques, visual styles, or messaging strategies that set the creative apart.*

3.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image or video of the marketing creative or tactics*
- *An infographic e.g. budget breakdown in percentages.*

Question 3.2 **5 points**

Question 3.2.A Provide 3-5 examples of the tactics used to support the overall marketing/campaign objective.

EXAMPLE

Campaign/Marketing Activity/Tactic	
Description *Provide an overview of the activity/tactic*	
Target Market/s *As per one identified in Q2.3*	
Brief for development	

What were the key messages or unique selling propositions this activity/tactic aimed to convey?	
Specific objective/goal of the activity/tactic? Describe the specific aim or purpose of the tactic (e.g., drive awareness, increase visitation, generate leads).	
Percentage of Budget *Identify the percentage of the campaign budget that was put towards the activity/tactic.*	
Success Indicators & Results Demonstrate the results of your marketing/campaign/activity/tactic. Include your budget and ROI results in clear figures.	

Response Guidance

Provide 2-5 campaign activities/tactic examples.

(?) Description

Provide an overview of the activity/tactic

(?) Target Market/s

Identify which of the markets identified in Q2.3. that the activity/tactics are aimed to reach.

(?) Brief for development

What were the key messages or unique selling propositions this activity/tactic aimed to convey?

(?) Specific objective/goal of the activity/tactic?

Clearly state the primary aim of this activity/tactic.

(?) Percentage of Budget

Identify the percentage of the campaign budget that was put towards the activity/tactic.

(?) Success Indicators & Results

Demonstrate how you converted the interest generated from the marketing /campaign into visitation to the region. Compare the results relative to existing visitor numbers to the destination, product/s or experience/s featured.
Detail what metrics or indicators were used to measure success (e.g., engagement rate, click-through rate, visitation uplift, media coverage) and align with how the tactic contributed to achieving the overarching campaign goals (e.g., increase in brand reach, uplift in visitation, revenue).

Include what the results were for each metric or indicator.

Where a complete set of results is not yet available, detail what you do know and outline your expectations for success based on what you have seen so far.

Remember, the results should relate back to the objectives and goals of the marketing/campaign outlined in previous questions.

If providing a snapshot of data within your image allocation, ensure you provide an analysis and/or interpretation of this, rather than leaving it to the judges to decipher.

The success of a marketing campaign can be measured using different key performance indicators (KPIs) depending on the campaign's objectives. Common measures include:

- *Brand Awareness*
  - *Increase in website traffic*
  - *Growth in social media followers and engagement*
  - *Brand mentions and media coverage*
  - *Search volume for brand-related keywords*
- *Audience Engagement*
  - *Social media likes, comments, shares, and saves*
  - *Video views and watch time*
  - *Email open and click-through rates*
  - *Blog post views and time spent on page*
- *Lead Generation*
  - *Number of new email subscribers*
  - *Sign-ups for webinars, free trials, or downloads*

- *Cost per lead (CPL)*
- *Conversion rate of leads to customers*

- *Customer Acquisition & Sales*
  - *Total revenue generated*
  - *Number of new customers acquired*
  - *Customer acquisition cost (CAC)*
  - *E-commerce conversion rate*
- *Return on Investment (ROI)*
  - *Total revenue vs. marketing spend*
  - *Cost per acquisition (CPA)*
  - *Customer lifetime value (CLV) compared to acquisition cost*
- *Customer Retention & Loyalty*
  - *Repeat purchase rate*
  - *Net Promoter Score (NPS)*
  - *Customer churn rate*
  - *Loyalty program engagement*
- *Website Performance*
  - *Bounce rate*
  - *Pages per session*
  - *Average session duration*
  - *Click-through rate (CTR) on landing pages*
- *Paid Advertising Performance*
  - *Cost per click (CPC)*
  - *Return on ad spend (ROAS)*
  - *Ad impressions and click-through rate*
  - *Conversion rate from paid ads*

3.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image or video of the marketing creative or tactics*
- *An infographic e.g. budget breakdown in percentages*

Question 3.3	**5 points**

Question 3.3.A How does the marketing campaign integrate with the local, regional, or state tourism industry to stimulate economic activity?

Provide an overview of the business' approach to integrating with the local, regional or state tourism industry.

Destination:	Select one - Local, Regional, State
How does the marketing campaign support the profile and appeal of the destination?	
How does the marketing campaign align with destination tourism strategies?	
How does the marketing campaign stimulate economic activity for the destination?	

Response Guidance

(?) Profile and appeal of Destination

Provide examples of the positive impact the marketing campaign has on the destination's appeal to visitors.

(?) Alignment with Destination Strategies

Provide an insight into how the marketing campaign supports and aligns with destination tourism strategies, e.g. local government economic development plans.

(?) Economic Activity

Use measurable data from the qualifying period to demonstrate how the marketing/campaign has contributed to the destination's economy.

Consider, for example, an increase in visitor numbers, economic spend, awareness, job creation, new skills learned by the locals and permanent infrastructure that is a positive for the local community.

3.3.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Provide evidence to support your response. For example:

- *Destination images demonstrating the profile and appeal of the region*
- *An infographic e.g. graph demonstrating economic activity such as job creation.*

SECTION 5. FINAL REMARKS 0 POINTS

In 100 words or less, provide any final remarks as to why the business should be considered as a winner in its chosen category.

(text box)

Response Guidance

Make this a personal response to close out the submission.