

Best in Travel & Tourism

The Best in Travel and Tourism Award will recognise a travel or tourist service that is not only forward looking but also matches its service offering to the needs and lives of their customers, who expect a great digital experience. Judges will be looking for creative delivery of travel and tourism solutions, business processes and educational resources. Entries may include online booking, websites/ applications, purchasing tickets, holiday packages and other travel related websites/ applications/ features which are embracing digital.

Who should enter?

Any company, service or organisation which promotes travel destinations through tourism initiatives or providing travel services and information including purchasing tickets, hotel rooms, rental cars, holiday packages and other travel services.

What types of projects should be submitted?

Enter this category if you have used digital media in the promotion of travel and tourism across a range of platforms and formats (including but not limited to online/offline advertising, search/viral/email marketing, text messaging campaigns, social media, radio, television, etc.)

Criteria:

- Strategy (objectives, planning, execution, budget) 30%
- Design (concept, rationale, client satisfaction, user experience) 20%
- Innovation (creative, integration, benefits) 20%
- Results (visitors, repeat visitors, leads, ROI) 30%