



# National

# Awards *for* Excellence

# 2009

**BEST MARKETED HOTEL (ACCOMMODATION DIVISION)**

**HOTEL/VENUE:**

**DATE VISITED:**

A written submission of 1000 words including supporting documentation and pictures will be required to assist in the assessment of this category. A visit to the hotel is mandatory

➔ **Circle corresponding score and write given number at end of line**

**GENERAL**

Evidence of the development stage of the marketing strategy <sup>1</sup>	1	2	3	4	5	6	7	8	9	10	_____
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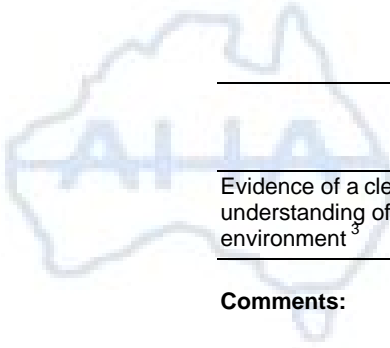
**Comments:**  
\_\_\_\_\_  
\_\_\_\_\_

Evidence of effective (product and service) positioning to successfully gain the interest of the desire target market(s). <sup>2</sup>	1	2	3	4	5	6	7	8	9	10	_____
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**Comments:**  
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<sup>1</sup> The current position held in the consumers mind should be mapped out . A desired position may also be presented with a discussion of the necessary strategies used to achieve this shift.

<sup>2</sup> The current position held in the consumers mind should be mapped out . A desired position may also be presented with a discussion of the necessary strategies used to achievethis shift.



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Evidence of a clear understanding of the marketing environment<sup>3</sup>

1	2	3	4	5	6	7	8	9	10
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**Comments:**

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Examples of marketing tactics utilised to achieve strategies and ultimately the marketing plan objectives<sup>4</sup>

1	2	3	4	5	6	7	8	9	10
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**Comments:**

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Evidence of research and planning to achieve marketing objectives<sup>5</sup>

1	2	3	4	5	6	7	8	9	10
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**Comments:**

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Evidence of marketing controls in place<sup>6</sup>

1	2	3	4	5	6	7	8	9	10
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**Comments:**

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Evidence of a media plan and PR activities

1	2	3	4	5	6	7	8	9	10
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<sup>3</sup> A situational analysis should have been undertaken and may include; technology available, economic conditions, trends, media available, response to campaigns of competitors and consideration of internal factors that may help or hinder the results forthcoming.

<sup>4</sup> Consider how the hotel has successfully chosen the correct marketing mix (4Ps) to assist its strategies in achieving the market plan.

<sup>5</sup> Ensure the marketing plan objectives are SMART.

<sup>6</sup> Marketing control is the process of monitoring the proposed plans as they proceed and adjusting where necessary.



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**Comments:**

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Evidence of in-house Promotional material / advertising to support the marketing strategy

1	2	3	4	5	6	7	8	9	10
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**Comments:**

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Evidence of success and increased popularity in the previous 12 months as a result of marketing strategy

1	2	3	4	5	6	7	8	9	10
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**Comments:**

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Evidence of a return on investment i.e. evidence of increased traffic generation, media exposure which generates an increase in \$ on the bottom line

1	2	3	4	5	6	7	8	9	10
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**Comments:**

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Consistency of marketing message and branding

1	2	3	4	5	6	7	8	9	10
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**Comments:**

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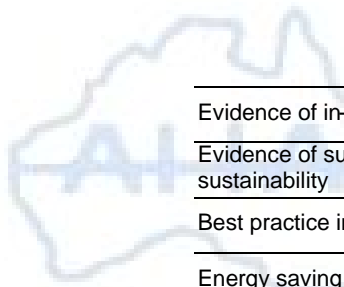
**General score:** /110

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**General Comments:**

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**ENVIRONMENTAL SUSTAINABILITY**



Evidence of in-house recycling programs	0	1	2	
Evidence of support for environmental sustainability	0	1	2	
Best practice in waste management	0	1	2	
Energy saving initiatives	0	1	2	
Water saving initiatives	0	1	2	

**Environmental Sustainability Score:** /10

**Environmental Sustainability Comments:**

**JUDGES OVERALL EVALUATION OF WRITTEN SUBMISSION:** 1 2 3 4 5 6 7 8 9 10 /10

**JUDGES OVERALL SCORE:** 1 2 3 4 5 6 7 8 9 10 /10

**➔ TOTAL SCORE** /140