



National

Awards *for* Excellence 2009

BEST MARKETED HOTEL (GENERAL 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 strategy¹ 1 2 3 4 5 6 7 8 9 10

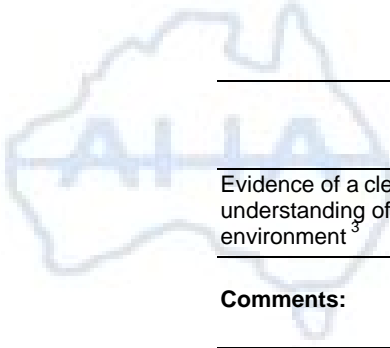
Comments:

Evidence of effective (product and service) positioning to successfully gain the interest of the desire target market(s).² 1 2 3 4 5 6 7 8 9 10

Comments:

¹ 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.

² 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.



Evidence of a clear understanding of the marketing environment³ 1 2 3 4 5 6 7 8 9 10

Comments:

Examples of marketing tactics utilised to achieve strategies and ultimately the marketing plan objectives⁴ 1 2 3 4 5 6 7 8 9 10

Comments:

Evidence of research and planning to achieve marketing objectives⁵ 1 2 3 4 5 6 7 8 9 10

Comments:

Evidence of marketing controls in place⁶ 1 2 3 4 5 6 7 8 9 10

Comments:

Evidence of a media plan and PR activities 1 2 3 4 5 6 7 8 9 10

³ 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.

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

⁵ Ensure the marketing plan objectives are SMART.

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



Comments:

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:

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:

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:

Consistency of marketing message and branding

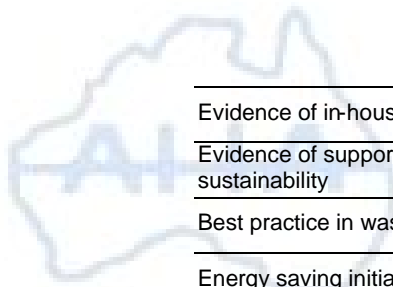
1	2	3	4	5	6	7	8	9	10
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Comments:

General score: /110

General Comments:

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