Tourism Marketing & Travel Media Awards of Excellence: 
Tourism Digital Marketing Award

This award category applies to digital marketing activities or campaigns that promote tourism in Ontario. This could include online advertising, consumer emails and/or other digital activities that feature Ontario destinations, attractions, tourism products, tour operators, festivals and events, transportation providers, etc.

Should the nomination be selected as a finalist, both organizations (if applicable) would be recognized i.e. the advertising agency and the client.

How to Apply

The submission deadline is June 1st, 2020. Submit your nomination using the following link: https://forms.gle/dqzgXC8RgrMkp6dN7

Please note: Only electronic submissions using the link above will be accepted.

Criteria

- Nominations must show how the campaign or activity positively impacted and/or increased tourism, or raised the profile of tourism in Ontario.
- Your submission must answer the following:
  a) What digital marketing activities are you submitting for nomination?
  b) Briefly describe your marketing objectives.
  c) Who was your target audience?
  d) What was the budget for this initiative?
  e) Describe how this initiative positively impacted and/or increased tourism, or raised the profile of travel in and to Ontario.
  f) Describe the effectiveness of the activity via any measurable outcomes and results.

Eligibility

1. Nominations are open to all organizations in the tourism and hospitality industry operating in Ontario, such as tourism and hospitality suppliers, RTOs, DMOs, municipalities, regions, sector associations, tour operators, attractions, festivals and events, transportation providers and advertising agencies.
2. There should be an identified person or persons with whom to associate the successful idea/operation/product (owner, operator, employee, committee chair, etc.)
3. Nomination must be for activities that took place between January 2019 and December 2019.

NOTE: Self-nomination and nomination of a third party are permitted.