

# Bournemouth Tourism Awards 2010

## Tourism Marketing Initiative of the Year

### Who can enter?

Any individual or team operating within the boundaries of Bournemouth Borough Council or are members of Bournemouth Tourism.

Please answer all of the following questions and provide supporting information where appropriate. Refer to the guidance notes to assist you in completing this form.

### Contact details

Contact Name:.....

Business/Organisation Name:.....

Address:.....

.....

Telephone:.....

Email:.....

Website:.....

### Business Details

Please state how long you have been operating as a business

.....

What are your target markets?

.....

## **Section 1: Commitment to excellence**

Please describe your marketing initiative and why it should be the Tourism Marketing Initiative of the Year (max 400 words)

### **Guidance notes**

**In your answer think about the following:**

- **Investment in time and money in marketing and promotional activity**
- **Efforts to improve the business'/organisation's position in the Bournemouth Tourism industry**
- **Innovative use of technologies and media in order to improve the service**
- **Use of print media to promote the business/organisation**
- **An established and fully functional website**
- **Information on the success of these initiatives should be provided**
- **Have staff undergone training to improve their marketing and promotional skills**

PLA)

## Section 2: Sustainability

Please describe what actions you have taken to improve the sustainability of your business (max 200 words)

PLA)

**In your answer think about**

● **How you are saving**

**\*Please note that at various stages of the judging process, mystery shopping will be undertaken to those businesses that are short listed and finalists\***

Applications will be considered by scoring each answer against the criteria. Applications will be viewed by Bournemouth Tourism and judging will be undertaken by The Bournemouth Tourism Management Board.

If you are hand writing your application please ensure that it is as clear as possible to enable the judging panel to easily read your information.

In order to ensure parity and fairness to all entrants, any wording above the specified word count will not be considered in the judging process.

For more information please visit [www.bournemouth.co.uk](http://www.bournemouth.co.uk)

Please return this application and supporting evidence by email to [TourismAwards@bournemouth.gov.uk](mailto:TourismAwards@bournemouth.gov.uk) or by post to:

**Amanda Malone**  
**Bournemouth Tourism Awards**  
**Tourist Information Centre**  
**Westover Road**  
**Bournemouth**  
**BH1 2BU**

**DEADLINE FOR APPLICATIONS: MIDDAY MONDAY 4th OCTOBER 2010**

<b>SCORING MATRIX – For Judges’ use only</b>		
<b>Section</b>	<b>Score</b>	<b>Out of</b>
Business details		4
1		20
2		20
<b>TOTAL</b>		<b>44</b>