

HMA Hotel Marketing Awards 2023/2024

Introduction

The 29th HMA Hotel Marketing Awards will recognise & celebrate Marketing Best Practice in the UK hotel industry, as well as the best marketing talent. The various categories of award reflect what is current in hotel marketing and are totally inclusive, in that we welcome entries from independent hotels, no matter how small, branded chain hotels and groups, no matter how large and you don't need to be a member of the HMA to enter. An agency may also submit an entry so long as they have secured formal agreement from their client. Entry is free, thanks to the generosity of our sponsors and we provide support with any queries you may have about submitting an entry.

The awards embrace Marketing in its broadest sense, so we welcome entries that vary from say an internal campaign, to a brand loyalty programme, from an email campaign for your restaurant to a paid-for social media campaign for staycations, from a print-based activity for your spa to a multi-channel campaign for the chain or from a seasonal special event to a year-long PR campaign. We also encourage marketing entries that support sustainability and those supporting employee recruitment, support and engagement. You can enter a campaign or activity in as many categories as it is relevant to and submit as many entries as you wish.

What is Marketing Best Practice?

There are specific criteria for each award category, but in addition **every entry** will be judged on the following:

- Relevance to target market / audience and the specific market in which you operate.
- Creativity that makes you stand out from your competitors.
- A strategy that has been clearly thought through and developed.
- Objectives that are quantifiable, meaningful and measurable. Think SMART.
- A budget that is cleverly used and generates a good ROI.
- Use of the most relevant Marketing channels.
- Innovative ideas.
- Good ethical practice.
- Authenticity, not gimmicks!

Award Categories

Best Website

Best Local Community Marketing

Email Marketing Campaign of the Year

Social Media Campaign of the Year

Most Creative Content Marketing Campaign

Best Partnership Marketing

Best Integrated Marketing Campaign

Marketing Innovation of the Year

Best Hotel Marketing Agency Team

Best Hotel Marketing Team

Rising Star in Hotel Marketing

How to Enter

The procedure for entering is very straightforward.

Read the descriptions on the award page [here](#) to ascertain which categories you will be entering, paying particular attention to the criteria against which entries will be judged.

Download an Entry Form from the specific award category page.

Complete all sections on the entry form, which include Marketing Objectives (SMART), Target Market / Audience, Summary of Approach taken, Results and a statement as to why the entry is a worthy winner. Save the form as a PDF.

Complete the entry form found [here](#) and attach your entry PDF.

Please also upload a document (PDF or Powerpoint) or a Canva URL which showcases all creative materials, web pages, social media post etc to support your entry.

For the 2 Marketing Team Awards you will be required to submit a brief resume of all team members, details of their major hotel marketing achievements in 2023, a supporting statement from a director or client (for Agency Team), links to campaigns, all included in one Powerpoint or Canva document, and a statement as to what makes this team special and worthy of the award.

For Rising Star in Hotel Marketing you will be required to submit a Manager's Nomination, a Candidate Statement, the candidate's CV, details of campaigns they have worked on, including links to relevant materials, and evidence of their ongoing commitment to Marketing. All included in one Powerpoint or Canva document

Then simply submit the form by 5.30pm on 29th February 2024.

All entries will be acknowledged, and you will be advised approximately 2 weeks prior to the Awards Ceremony if your entry has been shortlisted.

Terms & Conditions

Entrants and their campaigns must be UK-based and activities must have taken place during 2023. These awards are for hotels, but we also welcome entries from conference centres, wedding venues, hotel-based restaurants and spas, restaurants and spas with bedrooms, hostels, serviced apartments, student accommodation, hotel chains, consortia and individual hotels, as well as agencies representing any of these.

The content of entries will be treated in the strictest of confidence, and shared only with judging panels on that basis.

Judging panels will not comprise people who have an interest in any of the entries, nor represent direct competitors.

By entering the awards you give us permission to use any of the submitted creative materials in HOSPA and HMA Social Media activities, once winners have been announced. You also allow us to use entries as the basis for HMA blog articles, once winners have been announced. BUT none of the statistics provided will be used without your express permission.

Category	Best Website
Relevant Marketing Activities	Highlight the development of an aesthetically appealing and user-friendly website that effectively conveys the brand's message, services, and unique selling points.
What Judges will be looking for	Entries will be evaluated based on design, user experience, functionality, innovation, and the website's capacity to compellingly represent and endorse the brand. Additionally, emphasis will be placed on crafting an engaging customer journey through strategically placed and persuasive Calls-to-Action (CTAs) that drive user interaction and conversion. Furthermore, the evaluation will consider the website's effectiveness in capturing and leveraging pertinent data to enhance user engagement and optimise the overall experience.

Category	Best Local Community Marketing:
Relevant Marketing Activities	Showcase initiatives that engage with and positively impact the local community, such as local events, partnerships with community organisations, or localised content creation.
What Judges will be looking for	This category seeks campaigns that promote local communities, demonstrate significant engagement and positive impact within a specific local community, highlighting creativity, relevance, and demonstrable outcomes.

Category	Email Marketing Campaign of the Year
Relevant Marketing Activities	Illustrate exceptional email campaigns showcasing creative content, effective segmentation, personalisation, and high engagement rates, resulting in tangible outcomes.
What Judges will be looking for	Judging will be based on creativity, targeting, content quality, engagement, and effectiveness in meeting campaign objectives. Particular focus will be paid to campaign results including, but not limited to CTR, opening rates and conversion.

Category	Social Media Campaign of the Year
Relevant Marketing Activities	Emphasise social media campaigns with innovative content, high engagement, effective use of platform features, variety of placements (i.e. Videos, static etc.) and measurable impact on brand visibility and audience interaction.
What Judges will be looking for	Criteria include innovation, engagement, reach, creativity, and impact on brand visibility and audience interaction. The judges will focus as well on the data used to determine most

	relevant channel to the audience and consistency in messaging throughout the campaign.
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Category	Most Creative Content Marketing Campaign
Relevant Marketing Activities	Highlight unique and engaging content marketing initiatives, such as storytelling, visual campaigns, videos or interactive experiences, demonstrating originality and strong audience resonance.
What Judges will be looking for	Entries will be evaluated on originality, storytelling, engagement, and the campaign's effectiveness in conveying the brand or promotion message.

Category	Best Partnership Marketing
Relevant Marketing Activities	Showcase successful collaborations with other brands sharing similar brand values, organisations, or influencers leading to mutual benefits, innovative campaigns, and amplified reach.
What Judges will be looking for	This category aims to recognise successful collaborative marketing efforts, emphasizing creativity, measurable outcomes, and mutual benefit for all partners involved.

Category	Best Integrated Marketing Campaign
Relevant Marketing Activities	Illustrate campaigns that seamlessly integrate various marketing channels to convey a consistent brand message, leading to a comprehensive and effective marketing approach.
What Judges will be looking for	Judging will consider the seamless integration of multiple marketing channels, message consistency, innovation, and overall campaign effectiveness and results matching campaign's SMART goals.

Category	Marketing Innovation of the Year
Relevant Marketing Activities	Highlight groundbreaking innovations, such as the use of emerging technologies (i.e. AI, chatbot and others), unique marketing strategies, or disruptive approaches that have reshaped marketing practices.
What Judges will be looking for	This category seeks to highlight groundbreaking innovations in marketing strategies, technologies, or approaches that have significantly impacted the industry.

Category	Best Hotel Marketing Agency Team
Relevant Marketing Team	The agency should represent a minimum of 2 hotels & the team consist of at least 2 people. They may be responsible for just one area of marketing e.g. SEO, PR, web design, email, or marketing in its broadest sense. Their remit may be segment specific e.g. weddings. The team may have non-hotel clients, but at least 50% of their time should be

	dedicated to hotel marketing to be eligible. This category is NOT relevant to IT or software providers.
Relevant Marketing Activities	Showcase innovative strategies, exceptional client results, and collaborative teamwork in delivering impactful marketing solutions within the hotel industry.
What Judges will be looking for	Entries should showcase innovative strategies, exceptional client results, creativity, good team leadership and the team's overall impact within the hotel marketing landscape.

Category	Best Hotel Marketing Team
Relevant Marketing Team	This team will, between them, be responsible for the overall marketing of an individual hotel, a small group or a chain. The team may be as few as 2 people. Marketing should be the main focus of how they spend their time.
Relevant Marketing Activities	Highlight outstanding results, creative initiatives, great leadership and effective teamwork in achieving marketing objectives and elevating the hotel's brand presence & business performance . Activities may just focus on those segments, promotions, activities & channels most important to the hotel's success or cover the whole range of Marketing activities and initiatives.
What Judges will be looking for	Judging will be based on outstanding results, creativity, teamwork, and the team's overall contribution to successful marketing initiatives. Judges will also look for great leadership and a commitment to on-going learning in Marketing.

Category	Rising Star in Hotel Marketing
Relevant Marketing Individual	This individual will have worked in hotel Marketing for a minimum of 2 years, and be committed to establishing a career for themselves in this area, whether in an individual hotel, chain or agency and regardless of team size. They will be able to illustrate exceptional creativity, early success in implementing innovative marketing strategies, significant contributions to the hotel marketing landscape, an ongoing desire to learn and passion that inspires others.
What Judges will be looking for	This category aims to recognise individuals who show exceptional promise, creativity, and made a notable impact in the field of hotel marketing, early in their careers. The judges will focus on evidence of ongoing learning and ability to inspire other team members.

HMA Hotel Marketing Awards 2023/2024 Entry Form

Please complete all sections.

When saving the file, please name with 'HMA Awards 24 _ (Award Category)_(Company name)' and complete the entry form here: <https://www.hotelmarketingassociation.com/awards-entry> by 5pm 31st January 2024.

All activities must have taken place in the UK in 2023.

Please see Terms & Conditions at the end of the document.

Award Category	
Campaign Name	
Company / Hotel Name	
Contact Details	
Name of person submitting entry	
Position	
Company	
Email address	
Phone Number	
Agency Used (if appropriate)	
Lead Agency Account Manager	
Email address	
Phone Number	
Marketing Objectives	
Target Markets / Audience	
Summary of Approach Taken	
Results	

Statement as to why this is a worthy winner
Supporting Materials
Include all links in one Powerpoint, PDF or Canva document.

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Marketing activities must have been created in the UK & appeared in the UK in 2023.

Entrants must be based in the UK.

If an entry has been shortlisted for an award the person who submitted the award will be advised at least 2 weeks prior to the award ceremony, but winners will not be advised until the ceremony itself.

The judges retain the right not to make an award in a category if they believe entries fail to represent best practice.

No feedback can be given on individual entries.

Document Three

HMA Hotel Marketing Awards 2023/24 Entry Form

Best Hotel Marketing Agency Team

Please complete all sections.

When saving the file, please name with 'HMA Awards 24 _ (Award Category)_ (Candidate's name)' and complete the entry form here: <https://www.hotelmarketingassociation.com/awards-entry> by 5pm 31st January 2024.

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Award Category	Best Hotel Marketing Agency Team
Agency Name	
Team Member's Names	Job Titles
Names of Hotel Clients	
Nominating Manager (within agency)	
Name	
Position	
Company	
Email address	
Phone Number	
Nominating Manager's Statement	
Description of the Areas of Marketing covered by the agency	
Client Statement as to why the team is a worthy winner	
Major Achievements of the Agency Team 2023	

Evidence of the Team's Ongoing Commitment to Marketing
Supporting Materials
<p>Include a very brief resume of each team member. Include links to supporting materials for all activities in ONE Powerpoint, PDF or Canva document.</p>

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Document Four

HMA Hotel Marketing Awards 2023/24 Entry Form

Best Hotel Marketing Team

Please complete all sections.

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Award Category	Best Hotel Marketing Team
Hotel or Chain Name	
Team Member's Names	Job Titles
Areas of Marketing for which the Team is responsible	
Nominating Manager (within hotel or chain)	
Name	
Position	
Company	
Email address	
Phone Number	
Nominating Manager's Statement	
Team Statement as to why they are a Winning Team	
Major Achievements of Team in 2023	
Evidence of Team's On-going Commitment to Marketing	

Supporting Materials
Include a brief resume of each team member. Links to supporting materials should be included in one Powerpoint, PDF or Canva document.

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Document Five

HMA Hotel Marketing Awards 2023/24 Entry Form

Rising Star in Hotel Marketing

Please complete all sections.

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Please see Terms & Conditions at the end of the document.

Award Category	
Candidate	
Candidate's Name	
Candidate Job Title	
Candidate Email address	
Candidate Phone Number	
Hotel / Brand / Agency Name	
Nominating Manager	
Name	
Position	
Company	
Email address	
Phone Number	
Nominating Manager's Statement	
Candidate's Statement	
Client's Statement	
Major Achievements of Candidate in 2023	

Evidence of Candidate's Commitment to Marketing
Supporting Materials
<p>Must include the candidate's CV. Include all links in one PowerPoint, PDF or Canva document.</p>

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