

Best in Travel, Tourism & Sport

Introduction

This category is for consumer-facing projects offering information, products and services in the travel, tourism and sport sectors, as well as marketing and advertising campaigns to promote products and services in these sectors.

Strategy

Entrants should demonstrate:

- Strength and viability of the business and strategy
- How the execution of the site/campaign has supported business aims
- Research, information, analysis and effectiveness of execution
- Commitment to growth and sustainability of the product/experience

Design

- Design should be clear and easy to navigate
- Design should be reflective of the market it is targeting

User Experience

Entrants should demonstrate:

- Commitment to visitor/participant satisfaction
- Attraction of new visitors as a result of the initiative
- Consumer feedback on site and any external platforms where applicable

Leading Competitive Advantage

Entrants should demonstrate:

- Promotion and advancement of site
- Simulative economic impact - How the project, platform or service contributed to increased awareness, visits, transactions, users, revenue, market share, loyalty, and brand consideration.

Technology criteria

Entrants should demonstrate:

- How the best consumer-facing web technologies are matched with the best advertising strategies and product and services offering.
- The collaboration of technology and design in communicating message to users
- Technological advancement and/or use of available platforms i.e. mobile, desktop and interactive services.