



HOSPITALITY
AWARDS

BEST
E-COMMERCE
/ MARKETING
STRATEGY

XI

Rendez-vous le 15 novembre 2010
Save the date: November 15th 2010
InterContinental Paris Le Grand
www.hospitalityawards.com

HOSPITALITY
AWARDS

BEST E-COMMERCE MARKETING OPERATION

This Award will be attributed to distinguish a marketing operation, using Internet as a platform or not, that stimulates hotel activity through partnerships, products creation, packages, concepts... The strategies will be assessed according to three complementary criteria:

1. Concept, process, message and partnerships originality
2. Operation's deterrent nature and its capacity to expand or stretch within the group
3. Measurable efficiency of the actions taken on the economic results

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CONCEPTION

- Creation date and name of the marketing operation
- Which targets have been assigned to this operation?
- How quickly was the operation settled?
- Is this an internal implementation of the marketing team or the result of a cooperation with an outside agency?

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DESCRIPTION

- What are the characteristics of this operation?
- What are the particularly innovative aspects and main advantages?
- Have some partners been involved and how does the partnership work?
- What are the benefits that customers get from this operation and all partners involved?

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VISIBILITY AND COMMUNICATION

- How is the marketing operation shown to the customers (documents, images, objects, ...)?
- Has a partnership allowed to increase the promotion in favor of the brand?
- How do you use Internet in your business strategy?
 - Animations with online promotions
 - Contests
 - Loyalty guests programs
 - Newsletter
 - Others
- Have other original operations been implemented through your website?

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PERFORMANCES

- How did you evaluate the benefits of this operation in terms of:
 - Hotel revenue
 - Occupancy rate
 - Improved awareness
 - Improved image
 - Client's loyalty
- Increased sales and reservations through Internet
- Are you planning to develop this operation? If so, under which form?
- Other

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YOUR LOGO

The logo for the Hospitality Awards, featuring the word "HOSPITALITY" in white and "AWARDS" in gold, with a gold arc above the text.

INFORMATION

Please feel free to attach any additional information or document to this questionnaire that you believe would be useful (TV ads, DVD, ads, posters, press file, etc.) and mail them with your candidacy file.

Please try not to go above 20 slides. It is important to include some pictures (your presentation might be broadcasted during the ceremony).

A one-minute film presenting your project is highly recommended.

The finalists will be asked to provide a one-minute film which will be broadcasted during the ceremony.

Please note that a high-resolution logo of your brand (Illustrator vector) is required.

Submission deadline is September 17, 2010

For any further information, please contact us
+33 (0)1 56 56 87 95 / events@mkg-group.com

The logo for MKG Group, featuring the letters "mkg" in white and "GROUP" in a smaller white font below it, with a white arc above the text.