



**The HMA Hotel Marketing Awards  
Entry Information**

## Introduction

The 30<sup>th</sup> HMA Hotel Marketing Awards will recognise and 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. You don't need to be a member of the HMA to enter, but as a hotel operator it is free to join our membership community, so it is recommended. 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 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

1. Best Website
2. Best Partnership Marketing
3. Social Media Campaign of the Year
4. HMA Creative Excellence Award
5. Best Hotel Marketing Team
6. Rising Star in Hotel Marketing

## **How to Enter**

The procedure for entering is very straightforward.

Read the descriptions below (or on our website) to ascertain which categories you will be entering, paying particular attention to the criteria against which entries will be judged.

Please note that the Entry Form is the same for all categories except for Best Hotel Marketing Team and the Rising Star in Hotel Marketing, each of which have a specific form.

**Click 'Enter Here' on the relevant category page on our website.** The forms below are to show you what you will then be required to provide. 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.

Please also include links to all supporting creative materials, web pages, social media post etc **include these in one PowerPoint or PDF Canva document** with images and not just a list of links. To ensure that any supporting files are recognised as being for your campaign do name them accordingly to make it easy for the judges to identify which entry they belong to.

For **Best Hotel Marketing Team**, you will be required to submit a brief resume of all team members, details of their major hotel marketing achievements in 2024, a supporting statement from a director, 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.

For inspiration and guidance please see our [Winners Showcase](#) from 2024 Awards.

**Entries must be submitted by 5pm Friday 14<sup>th</sup> March 2025.**

**All entries will be acknowledged, and the shortlist will be announced at the National Hotel Marketing Conference on 1<sup>st</sup> May 2025.**

## **Terms & Conditions**

*Entrants and their campaigns must be UK-based, and activities must have taken place during 2024. 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.

## **Criteria - What to expect**

<b>Category</b>	<b>Best Website</b>
	The website is at the heart of most hotel's Marketing and the channel through which most direct bookings are achieved. As such it should stand out from the competition, make compelling offers and both encourage and facilitate the booking process. The customer journey from search to booking should be seamless. It should also creatively convey 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.

<b>Category</b>	<b>Best Partnership Marketing</b>
	Brand collaborations can produce amazing benefits to both parties, including long after the partnership activity ends. Successful partnerships share similar brand values, use a creative approach unique to the collaboration and achieve an amplified level of reach to consumers and potentially influencers. Often unique propositions are developed, which produce not just marketing impact, but significant revenue increases, especially versus the amount invested.
What Judges will be looking for	This category aims to recognise successful collaborative marketing efforts of brands with shared values, emphasizing creativity, measurable outcomes, and mutual tangible benefits for all partners involved.

Category	Social Media Campaign of the Year
	<p>Social Media channels are now mainstream news and retailing outlets, and as such an essential component of any business's marketing strategy. Hotels, with their wide variety of products, services and staff, have unique opportunities to create engaging and innovative content showcasing their offerings and producing high levels of engagement and ultimately bookings. Creativity, planning, an assessment of channels and their various features, effective use of the media available, timing and coordination of placements, with a little dash of luck, can produce a measurable impact on brand visibility. Influencer Marketing may be a key component of the Social Media Marketing, as may blogs and podcasts.</p>
<p>What Judges will be looking for</p>	<p>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. Special consideration will be given to unique or highly creative approaches that stand out from competitors.</p>

Category	HMA Creative Excellence Award
	<p>Creativity is at the heart of any memorable marketing campaigns and in recognition of this the HMA is endorsing this new award category. A good creative idea ends up having a life of its own and sets a brand apart from all its competitors. Sometimes it is a slogan, or a cartoon character, or use of a celebrity, or ownership of a certain colour (think Premier Inn) or typeface. On social media it can be a unique style of delivery or method of story-telling. Great creativity resonates with audiences way beyond the original target audience and lives on long after the campaign has ended.</p>
<p>What Judges will be looking for</p>	<p>Entries will be evaluated on originality, engagement, and the effectiveness in conveying the brand or promotion message creatively. Impact and memorability will be considered. Judges will be looking for creativity, defined as 'the use of imagination or original idea to create something'.</p>

<b>Category</b>	<b>Best Hotel Marketing Team</b>
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.

<b>Category</b>	<b>Rising Star in Hotel Marketing</b>
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.

## **Entry Forms – what to expect complete online**

### **30<sup>th</sup> HMA Hotel Marketing Awards Entry Form #1**

#### **This form is for - Best Website / Best Partnership Marketing / Social Media Campaign of the Year / HMA Creative Excellence Award**

Please complete all sections.

All activities must have taken place in the UK in 2024.

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

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

<b>Results</b>
<b>Statement as to why this is a worthy winner</b>
<b>Supporting Materials</b>
Include all links in one Powerpoint or Canva document.

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Marketing activities must have been created in the UK & appeared in the UK in 2024.

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 the beginning of May, 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.

**Entry deadline 5pm 14<sup>th</sup> March 2025.**



### **30<sup>th</sup> HMA Hotel Marketing Awards Entry Form #2**

#### **This form is for - Best Hotel Marketing Team**

Please complete all sections.

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

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 2024	
Evidence of Team's On-going Commitment to Marketing	

### Supporting Materials

Include a Full resume of each team member.

Links to supporting materials should be included in one Powerpoint or Canva document.

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

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