



- 2019 -

# DIGITAL TRAVEL AWARD

## Submission Information



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# About “Digital Travel Awards”



The wave of digital transformation has swept most verticals and changed the competitive landscape especially in the travel industry. World Tourism Organization’s data reflect what impact digital transformation will have on the travel industry in the next 20 years?

- ✓ Up to US\$305 billion value created for the industry by enhancing profitability;;
- ✓ Value transfer from traditional enterprises to newcomers, to the tune of \$100 billion;
- ✓ \$700 billion worth of benefits generated for users and businesses by increasing security, and generating time and money saving.

Travel companies at the cutting edge are leveraging digital technologies to develop at an unprecedented rate. What does this mean for others in the industry?

The Digital Travel Awards program aims to recognize digital transformation pioneers who have demonstrated excellence in digital marketing, product innovation and new technology in the past year. The awards will mark the way forward for digital transformation, and industry practitioners can learn from high achievers to blaze their own innovation trails.





# About “Digital Travel Awards”



The Innovation Marketing Contest and Product Innovation Challenges held in conjunction with the Travel Daily Conference have attracted many outstanding entries in the past. The competition framework has been refined to ensure a more effective selection and evaluation process.

## ■ Submission process optimized

An Entry Guide will be published listing award categories and the entry submission process. It will provide a step-by-step guide to encourage participation.

## ■ Judging mechanism refined

Each award category will have a judging panel of several experts from the digital marketing and product innovation fields. They will evaluate and identify inspiring outstanding submissions objectively. The judging panel will have wide and fair representation on the judging panel, comprising senior executives from different segments in the travel industry, investors of innovative tourism practices and other industry experts with extensive experience and insight related to the awards. The judges are meticulously selected by the event’ s organizing committee to ensure they are familiar with the evaluation criteria. TravelDaily will launch an open recruitment of judges to attract experts from a wide cross-section of the industry to join the judging panel. Industry experts are welcomed to apply from April 15 to May 8, 2019.

## ■ Evaluation criteria strengthened

A training program will be offered for judges to ensure consistency in judging. Judges will get a full briefing on the award program’ s mission, significance, design, evaluation criteria and models to help them make informed decisions. Impartial third parties will be invited to monitor voting accuracy in the preliminary rounds and the finals to ensure the integrity of the awards program.





# Award Categories

Digital Travel Awards will present two award categories Innovative Marketing Award and Product Innovation Awards. Each category will feature Nomination Awards and a Gold Award. The Nomination Awards will be awarded to 20% of the entries, and awardees will present their cases and answer judges' questions in a live session at the Travel Daily Conference 2019 on **August 27**. The judges will select a winner from each category as the Gold Award winner. The Digital Travel Awards Presentation Ceremony will be held during the gala dinner of the Travel Daily Conference on **August 28**.

## 「Innovative Marketing Award」

Digital marketing for tourism has been growing by leaps and bounds, and has become a mainstream marketing tool, due to the industry's nature of offering compelling, personalized, social and unexpected experiences.

Digital marketing techniques including social media marketing, mobile marketing, video marketing and KOL marketing are applicable throughout the entire process of delivering tourism marketing, from online-offline integration to user acquisition, personalized marketing, repeat bookings promotion and user experience improvement.

The Innovative Marketing Award will select excellent application cases which demonstrate outstanding digital marketing strategies, marketing techniques, innovative ideas, conversion and integrating synergies by leveraging digital marketing technologies in the past year.



# Award Categories

## 「Innovative Marketing Award」

### Participants:

OTAs, hotels, airlines, destinations and attractions, cruises and rental car companies are welcome to submit their entries.

### Entry:

The entry should have involved one or more of the **marketing methods** stated below:

Social media marketing, search engine marketing, mobile marketing (WeChat and Weibo), video marketing, KOL marketing, content marketing, direct marketing (email blast, SMS etc.), programmed ads etc.

### Or

The entry should have adopted **analytics or optimization methods** stated below:

Content management, Website analytics, data analysis, social media insights, social sentiment tracking.



## 「Product Innovation Award」

The “Father of Management Consulting” Peter Drucker once said: “Because the purpose of business is to create a customer, the business enterprise has two – and only two – basic functions: marketing and innovation.”

The Product Innovation Awards are designed to identify innovative products that show excellence from conceptualization to product development and business results in the past year.

### Participants:

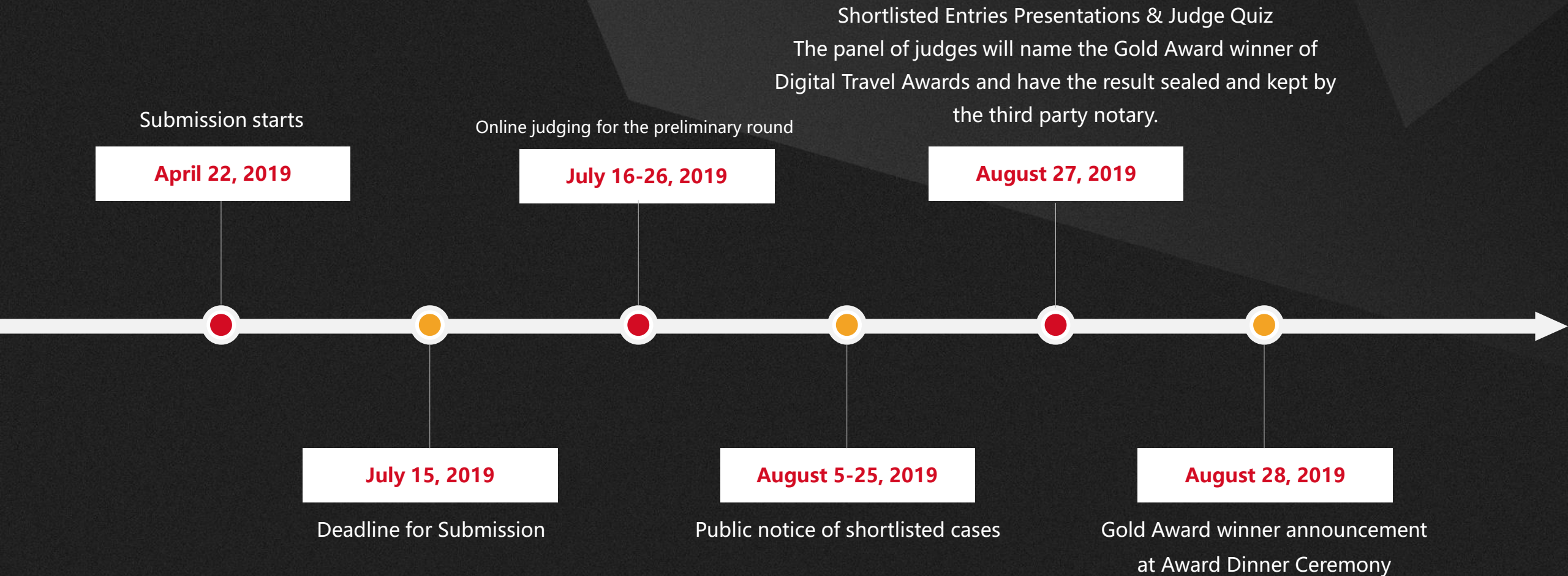
OTAs, hotels, airlines, destinations and attractions, cruises, car hailing platforms and other companies which provide innovative products for the travel industry that meet the following criteria:

- Products are designed based on user needs and provide innovative solutions to tackle pain points;
- Products can be a micro-innovation or a disruptive innovation that exhibit new thinking, with optimized product features or experiences to better meet user needs or identify the potential to develop untapped markets;
- Products must be ready to launch within a year to optimize and enhance the travel user experience, or to help travel companies improve operational efficiency.





# Evaluation Process







# Judging and Evaluation Mechanism

Preliminary assessment and qualifying rounds. To ensure fair and objective evaluation, the organizing committee and impartial third parties will verify the scores in each round of evaluation.

Preliminary Round entries will be subject to online judging. Shortlisted entries will be presented live on stage to the judging panel during the Travel Daily Conference 2019 on **August 27**.

Winners will be determined by judges in a closed-door discussion on the evening of **August 27**. The judges will make their decisions based on the evaluation criteria and models after in-depth discussions of the live presentations. A Gold Award winner will be named for each category and the winners list will be sealed and kept by the third party notary. The results will be announced at the Travel Daily Conference Dinner on **August 28**.



# Innovative Marketing Award Evaluation Criteria

## ■ Background, objectives and challenges: 20%

Judges will evaluate each entry based on how the solution tackles special goals and challenges in the given business environment. The entry, whether it is a tailored solution or a general application, should have clear objectives and demonstrate how challenges are rationally and systematically defined against a specific background before implementation. Business background, objectives and challenges are key determinants of how meaningful an entry is.

## ■ Creativity and Strategy: 30%

Creativity and strategy are the theoretical bases for the success of a solution, and they must answer the objectives and challenges. Creativity should support the objectives and the strategy should tackle stated challenges. Both creativity and strategy should be coherent for a solution to be effective.

## ■ Implementation: 20%

The theoretical and practical aspects of a solution should be coherent. Good ideas and strategies must be effectively executed to serve the intended objectives.

## ■ Results: 30%

The results should deliver on the stated objectives. The entry must demonstrate objectives have been met to show it was a successful case study. Strong and relevant argument will be essential to demonstrate the entry's effectiveness.



# 「Product Innovation Award」 Evaluation Criteria

## ■ Product Positioning and meeting user needs: 30%

A successful case must answer users' needs. It is a major criterion to determine how successful a product is.

## ■ Product features and applications: 40%

Product positioning is the thinking, and design features and applications are practical interpretations of the product positioning. A workable innovation should have rational functions and applications.

## ■ Results: 30%

Results demonstrate a product's success. The measure of a product's success differ based on where it is at the development stage and the nature of the innovation. The entries for Product Innovation Awards tend to be relatively new in the market. As such, qualitative evaluation will be primarily adopted, and quantitative evaluation of data will be secondary.



## Judges

- The Innovative Marketing Award and the Product Innovation Award will have separate judging panels. Each judging panel will have 10 to 12 members, and one judge will serve as chairman and another one will be vice-chairman. The Chairmen and vice-chairmen will organize and coordinate the evaluation process.



Judges



# Innovative Marketing Award Judges



Hai Wu  
Founder  
Orange Hotels Group



Lin Wang  
Chief Marketing Officer  
Greater China  
IHG



Sarah Chen  
Senior VP of Marketing  
Diaoyutai MGM  
Hospitality



Karen Tang  
Vice President, Branding  
Atour



Zhaohui Li  
Director  
German National Tourist Board  
Beijing Office



Xiangjun Yan  
Shandong Provincial  
Department of  
Culture and Tourism



Owen Peng  
Vice President  
SEEC Media Group



Grace Huang  
Co-Founder & CEO  
iPinYou



Vivian Yeh  
Vice President, Digital  
Marketing, Greater  
China  
AccorHotels Group



Ken Yuan  
Executive Vice President  
Ecology Commerce Committee,  
China Advertising Association of  
Commerce





# Product Innovation Awards Judges



Guangfu Cui  
Growth PE Partner  
IDG Capital



Gleb Tritus  
Managing Director  
Lufthansa Innovation  
Hub



Yaming Ye  
Former CTO  
Ctrip.com



Jiancheng Yang  
CTO  
Shangri-La Hotels &  
Resorts



Jiang Wang  
Founder & CEO  
Flight Master



Michael Zhu  
Chairman Assistant  
New Century Hotels  
& Resorts



Margaret Feng  
Head of Oasis Lab  
Ctrip.com



Tony Jiang  
Co-founder & Partner  
Ocean Link



Ted Zhang  
Co-founder & CEO  
DerbySoft



Stephanie Strunk  
Community Manager,  
Corporate Strategy and  
Business Development  
Amadeus Asia Pacific







# Entry Submission

## ① Game plan

Please note the information below as references for putting together an effective submission.

1. Award category. Each award category has a different set of criteria. Identify the category that you are interested in, understand the entry requirements of each award category, and find the best match for your entry.
2. Evaluation. The Judging panel of each award category of the Digital Travel Awards will be announced before the launch of the competition. Participating companies should understand the evaluation model of the targeted category.
3. Timeline. Note the submission deadline for the Digital Travel Awards, and work backwards on the schedule to prepare and submit your entry and find out more about the judging process.

## ② Determine Your Entry

After ascertaining award criteria and making the decision to enter the awards, conduct internal and external evaluation to decide on the most promising project to submit for the award program.

Internal evaluation – Determine which project best represent the company' s most notable achievements.

External Evaluation – Find out about comparable projects in the market, and identify which project in your company is the most competitive.

## ③ Putting together the submission

Write your submission in full compliance with the Digital Travel Awards templates. Collate all materials required based on the submission templates and make your submission stand out with comprehensive information.







# Entry Submission

## ④ Make your submission impressive

Refine your PPT, pictures, videos and other materials to make your submission clear. Line spacing, vibrant colors and graphics will give a better impression. Make sure the strongest and most valuable attributes of your entry are highlighted and in good order.

## ⑤ Submission

Please submit your entry in one package before the deadline.

## ⑥ Judging and Results Announcement

The judging for the preliminary round will take place from July 1 to July 20, 2019. Shortlisted entries will be announced online and offline from August 5 to August 25, 2019. The final round will be held on August 27, and the results will be sealed to be revealed at the Award Dinner Ceremony on August 28.

## ⑦ Award Ceremony

The Digital Travel Awards ceremony will be held on **August 28**, to be attended by all representatives of finalists and awardees, judges and special guests. More details of the ceremony will be released later.





Please submit entries of Digital Travel Awards by email. Please download corresponding instructions for further details.

 **Download the Innovative Marketing Awards Submission Process Description**

 **Download the Product Innovation Awards Submission Process Description**

Please submit your entry before June 30, 2019. Judging for the preliminary round will be held during July 1-20, 2019. Shortlisted submissions will be notified by email before July 31.

For inquiry, please contact the organizing committee at 020- 2882 9512 or [award@traveldaily.cn](mailto:award@traveldaily.cn).





# Terms and Conditions

## ■ Copyright

Entries must be an original work of the company (or group) that makes the submission, and must not be involved in any intellectual property dispute. The organizing committee is not responsible for any copyright or intellectual property dispute related to any entry. The judging panel of the award program will be concerned with the quality of the submitted work and will not involve in any legal issue related to the work.

The organizing committee reserves the right to disqualify any work in the event of intellectual property disputes. If an awardee' s work is found to have intellectual property rights issues, the organizing committee reserves the right to rescind the award and recover any certificate and trophy related to the award.

The organizer reserves to right to claim compensations from any participant of the award program for any loss due to intellectual property rights dispute in the participant' s entry. Such loss may include but not limited to financial loss, reputation loss, legal fees, indemnity and verification fees. The Organizing Committee reserves the right to reject any work that is deemed offensive to any culture, ethnic groups or moral standards or not in compliance with the requirements of the competition. The organizer has the right to exhibit, publish, promote and store the entries.

Upon submitting an entry, participants agree to the terms and conditions as stated above. The Competition' s Organizing Committee has the right of final interpretation of the rules of the competition.





# Terms and Conditions

## ■ Data sources of entries

To ensure evaluation integrity, the Organizing Committee recommends that all entries must include accurate description of the sources of data, including:

- Third-party data (name of third party is required)
- The company' s customer-related data, with customers' expressed permission if applicable
- The company' s own data

When presenting sensitive data, participants are advised to provide indicative numbers, such as percentages or indexed figures, and avoid disclosing actual figures.

## ■ Promotion

All documentation submitted with the entry will automatically be retained as an asset of the Digital Travel Awards and will not be returned. Upon presenting the entry, you grant the Organizing Committee the consent to replicate, reproduce or display the documentation for educational or promotional purposes.



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# Digital Travel Award



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## Contact us

Gogo Zhong

Email: [award@traveldaily.cn](mailto:award@traveldaily.cn)

Direct: +86 020 2882 9512