



- 2019 -

DIGITAL TRAVEL AWARD

Evaluation 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: Digital Marketing Awards 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**.

「Digital Marketing Award」

Digital marketing for tourism has been growing by leaps and bounds and become a mainstream marketing tool, due to the industry's nature of offering compelling, personalized, social and unexpected experiences. Digital marketing is 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 Digital Marketing Awards will select excellent marketing applications which demonstrate outstanding digital marketing strategies, marketing techniques, innovative ideas, conversion and integrating synergies in the past year.



Award Categories

「Digital Marketing Award」

Participants:

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

Entry:

The entry must have been applied to one or more of the marketing functions stated below:

「Touch points」 Customer experience, programmatic advertising, social media marketing, search, marketing automation, video marketing, mobile marketing, direct marketing, WeChat H5, KOL marketing.

「Content」 Content marketing, content management.

「Data」 Website analysis, data analysis, social insight, public opinion monitoring.

「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.

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**.

Evaluation Process

Shortlisted Entries Presentations & Judge Quiz

The panel of judges will name the Gold Award winner of Digital Travel Awards and have the result sealed and kept by the third party notary.

Deadline for Submission

July 15, 2019

August 27, 2019

July 16-26, 2019

August 28, 2019

Online judging for the preliminary round

Gold Award winner announcement at Award Dinner Ceremony



Innovative Marketing Awards Evaluation Criteria

■ Objectives and Difficulty: 20%

Every entry must have a defined set of objectives dealing with varying degrees of challenges determined by the nature of the company and the brand, the development stage and the budget level. A solution with a small budget and one with 10 times the budget will be evaluated based on their respective objectives and the difficulty level.

Evaluation Areas:

- Background: describe the sector, company history and current status, market conditions, competitive environment, consumers and marketing budget.
- Objectives: define your target audiences, including their characteristics, behaviors, cultural backgrounds; objectives, and how to measure if the objectives are achieved.
- Challenges: what challenges does your company face, and the level of difficulty.

Evaluation Criteria:

- Articulation of background, objectives and challenges.
- The rationale for the objectives based on the background and challenges.
- The rationale for how achievements are measured.

Innovative Marketing Awards Evaluation Criteria

■ 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.

Evaluation Criteria:

- Clear articulation of creativity inspiration and insights.
- Novelty .
- Alignment of strategy with objectives and challenges.
- Feasibility in the use of internal and external resources.

Innovative Marketing Awards Evaluation Criteria

■ 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.

Evaluation Criteria:

- Consistency between the execution and the strategy .
- Effective use of resources in implementation.
- The effectiveness in delivering brand messages to the target audiences .

■ 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.

Evaluation Criteria:

- Do the results answer the objectives?
- Are full, rational and realistic arguments presented?
- Are the results directly linked to the success of the case?

Product Innovation Awards 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.

Evaluation Criteria:

- Define target audiences and how to satisfy user needs.
- The scale of the user base covered by solution.
- The elasticity of user demand.
- The frequency of product usage.

■ 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.

Evaluation Criteria:

- Does the product answer users' core needs?
- Are the product's functions interoperable and does the product deliver a seamless user experience?
- Is the application of the product reasonably defined?

Product Innovation Awards Evaluation Criteria

■ 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.

Evaluation Criteria:

- The rationale and efficiency of resource distribution planning and implementation

Results evaluation will be differentiated based on a product's specific market deployment circumstances .

- Products not yet launched in the market are evaluated based product development progress is according to plan.
- Products already in the market are evaluated based on whether market feedbacks match expectations

The evaluation will be based on the value that a product delivers regardless of its scale of innovation.

- Micro-innovation with optimized or new product features are evaluated based on how it enhances user experience or reduce cost and increase efficiency.
- New products are evaluated on how the profit model is sustained and how much potential there is for future development.

Preliminary Round Evaluation Process

■ Online judging will be adopted for the preliminary round:

- The organizing committee categorizes the submitted entries and delivers online to the judges.
- Judges will complete a form stating conflict of interest after initial review of the submission list.
- Judges are required to review all materials included in each entry and shortlist entries in line with the evaluation criteria and references. Judges should declare and avoid conflict of interest. Each judge will nominate 20% of the total entries as finalists.
- The organizing committee announces the finalists to the judges after summarizing the evaluation results. In the event that two or more entries receive the same numbers of nominations or there are significant divergent views among judges on the entries, the organizing committee and the chairperson of the judging panel will hold an online meeting for another round of voting to reach a consensus on the finalists.
- Judges can ask further questions of the finalists' entries or make recommendations on entry materials to ensure there is sufficient information for the final round of judging. The organizing committee will collect and pass such opinions to the contestants to provide requested materials.

Preliminary Round Evaluation Process

■ Group judging for the Preliminary Round :

- If group judging is required, the Judging Panel Chairperson can propose, and all judges will make a vote by secret ballot. The judging decision will remain the same if a case under review does not get more than half of the votes of all judges, or vice versa.

Note: The decision of the group judging will be final. No further suggestions will be accommodated.

■ Conflict of interest:

- Judges should declare any conflict of interest related to any entry at the preliminary round, and complete the relevant declaration form. Judges shall not disclose to other judges any personal link to any particular entry in question. In the nomination stage, judges who have declared conflict of interest shall not nominate any entry submitted by related companies or organizations.



【Download】 《Relevant Declaration Form》



Evaluation Process for Shortlisted Entries Presentations

The entries of the finalists will be presented on the Presentation Hub on August 27. The judges may ask the finalists more questions and then make the second round of scoring on an evaluation criteria form.



【Download】 《Innovative Marketing Award Evaluation Criteria Form》



【Download】 《Product Innovation Award Evaluation Criteria Form》

- Each entry is scored on a scale of 1 to 5, with 5 being the highest score.
- 5 points: exceed expectations
- 4 points: fully meet expectations
- 3 points: meet expectations
- 2 points: not meet expectations
- 1 point: not meet expectations at all

Judges who have declared conflict of interest will abstain from scoring any entries in question.



Final Round Evaluation

The panel of judges will name the winners for a Gold Award and a Special Award (if applicable) in a closed-door discussion, based on the scoring of the finalists' presentations.

- The organizing committee will tally the final scores of each finalist' s entry by the judges, under the supervision of the Judging Panel chairperson. The highest and the lowest score of each scoring area will be disregarded, and the remaining scores will be averaged, then multiplied by the weighting of each scoring area. The final score is the sum of the score of each scoring area.
- The organizing committee will announce the final score of each entry.
- The panel of judges will name the Gold Award winner based on the final scores. The judges will decide if there should be a Special Prize winner. The results will be sealed, to be revealed at the Award Dinner Ceremony on August 28.

Panel Discussion rules for Final Round Judging:

When two or more entries have the same highest scores, the Judging Panel chairperson can propose that all judge vote by secret ballot to decide the Gold Award winner.

Innovative Marketing Awards 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 IP

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



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