

THE
extraordinary

TRAVEL
MARKETING
AWARDS

ST. PANCRAS RENAISSANCE HOTEL LONDON

MONDAY 11 JULY 2022

THE RESULTS

■ PRODUCED BY

Nellar Davies

■ TRADE MEDIA PARTNER

ttg MEDIA
FOR SMARTER, BETTER,
FAIRER TRAVEL

■ VENUE PARTNER



■ ORGANISED BY

CIM
Travel Group

#TTMA2022

CONGRATULATIONS!



The 2022 Travel Marketing Awards night was a fantastic and inspiring evening. The Awards recognised the extraordinary efforts of those that have persevered and pivoted to change travel marketing for the better.

It has not been business as usual for travel and marketers stepped up to the challenge to think innovatively and remain in consumers' minds for the right reasons. In doing so, new possibilities have been opened for the future of travel marketing.

I would like to offer my congratulations to the winners and to all the shortlisted finalists; they reflect the very best in global marketing talent. The competition for this year's Awards was so strong, that to win an accolade meant showcasing immense strength, talent, originality, innovation, and commitment. I applaud your hard work and I encourage everyone working in travel and tourism marketing to get involved again next year.

Richard Carrick
President
CIM Travel Group

CIM
Travel Group





CATEGORIES

| | |
|---|---|
| EXTRAORDINARY AWARDS | SPONSORED BY ttg MEDIA <small>FOR SMARTER, BETTER, FASTER TRAVEL</small> |
| CONTENT MARKETING | |
| SOCIAL MEDIA | SPONSORED BY TravelUni <small>LEARN MORE • EARN MORE</small> |
| WEBSITE/MICROSITE | |
| TECHNOLOGY | |
| TV/FILM/VIDEO | |
| DIGITAL MARKETING CAMPAIGN | SPONSORED BY ACCORD |
| PR CAMPAIGN | |
| MARKETING RESPONSIBLE AND SUSTAINABLE TRAVEL | SPONSORED BY THE BRAND STRATEGY |
| INTERNATIONAL CAMPAIGN OF THE YEAR | |
| TRAVEL BRAND OF THE YEAR - <i>NEWCOMER</i> | SPONSORED BY Gail Kenny <small>EXECUTIVE TRAVEL RECRUITMENT</small> |
| ADVERTISING CAMPAIGN < £250,000 MEDIA SPEND | SPONSORED BY |
| ADVERTISING CAMPAIGN > £250,000 MEDIA SPEND | MailMETROMEDIA travel |
| INTEGRATED CAMPAIGN < £500,000 MEDIA SPEND | |
| INTEGRATED CAMPAIGN > £500,000 MEDIA SPEND | |
| AGENCY OF THE YEAR | |
| TRAVEL BRAND OF THE YEAR - <i>CHALLENGER</i> | SPONSORED BY |
| TRAVEL BRAND OF THE YEAR - <i>ESTABLISHED</i> | Gail Kenny <small>EXECUTIVE TRAVEL RECRUITMENT</small> |

THE RESULTS 2022



EXTRAORDINARY AWARD

OUR PEOPLE ARE THE DIFFERENCE
ONE GREEN BEAN FOR KUONI

- £25,500 raised for Mind
- 80% of staff watch Kuoni TV
- Found 18 people new roles.



EXTRAORDINARY AWARD

TAKE ME ON A STORY AND FIELD TRIP
BLACK TOMATO

- Increase in family bookings (55% of total sales)
- 1.3 billion digital media impressions for 'Take me on story'
- 75% increase in VIP acquisition for client team.



EXTRAORDINARY AWARD

STAYCATION DOMINATION
ONE GREEN BEAN FOR VISIT JERSEY

- 214 pieces of coverage
- 48% rise of traffic to website
- Max capacity of accommodation.



EXTRAORDINARY AWARD

#TRAVELFORGOOD
CHARITABLE TRAVEL

- Generate average donation of £150pp per booking
- Over 170 charity partners
- Over 1.5 million supporters.



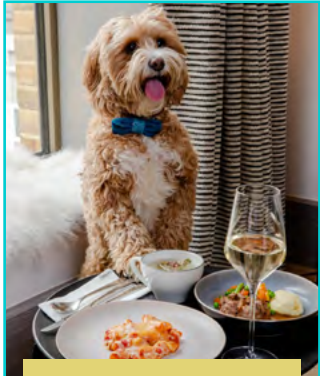
EXTRAORDINARY AWARD

JULIA LO BUE-SAID

- 78 broadcast interviews
- 5 letters to government and a meeting with the Shadow Cabinet
- Advantage Twitter: 9,000 impressions and 4000 new followers.

FINALISTS:

- Holy Ship! She's Here: Introducing Scarlet Lady
Virgin Voyages
- Trending Travel - Born in a Pandemic
- Soothing Stories
Jago Communications for Tourism
Northern Ireland
- A new travel PR agency - PR42
- Summer Seacations
Princess Cruises
- Consumer Champions
On the Beach
- Royal Greenwich – It's Time! 2020 local
business recovery campaign
Visit Greenwich
- Bounce Back Media Ltd
- #Art for Change Campaign
MDSG and Simbiotik for WaterAid UK and
Hostelworld Group
- Hilton Dog Friendly Hotels & Bone Appétit
Dog Menus
Hilton Hotels

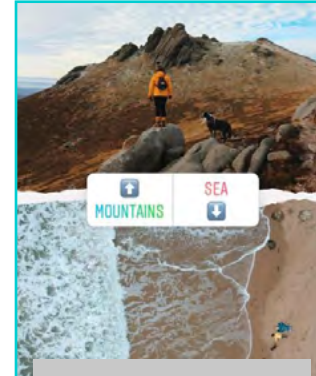


GOLD STANDARD

CONTENT MARKETING

HILTON DOG FRIENDLY HOTELS & BONE APPÉTIT DOG MENUS
HILTON

- 103 pieces of coverage
- 8.2 billion reach
- 12,000 search enquiries on the Hilton website.



SILVER STANDARD

SOCIAL MEDIA

EMBRACE A GIANT SPIRIT OF NORTHERN IRELAND
JAGO COMMUNICATIONS FOR TOURISM NORTHERN IRELAND

- Instagram followers increased by 18,000
- Staycation visitors soared 200% in August 2020
- 33% increase in awareness of Embrace a Giant Spirit brand.

SECOND PLACE: (HIGHLY COMMENDED)

360 Hong Kong Moments
MDSG for Hong Kong Tourism Board

THIRD PLACE:

Love Betty x
Vivid for Bliss Hotels

OTHER FINALISTS:

Texas Icons: "People – Places – Moments" Simon Reeve Content Hub
MDSG for Travel Texas & Partners (Cities of Austin, Dallas, Fort Worth, Houston, San Antonio) O&G for Kuoni

SECOND PLACE:

Bookmark your #10Mstory
Vivid for Visit Isle of Man

THIRD PLACE:

#SpainMemories
Lotus for Spanish Tourism Board

OTHER FINALISTS:

Oh Polly Valentines Day Campaign
Trending Travel / Hardrock Maldives
Ginger Juice for St Lucia Tourism

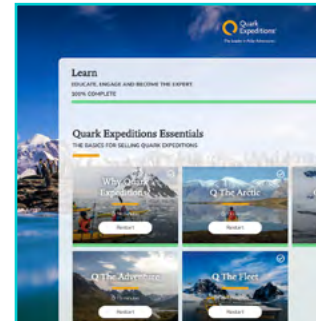


GOLD STANDARD

WEBSITE/MICROSITE

COVID TRAVEL ADVICE HUB
O&G FOR KUONI

- 1.4 million website visits to The Covid Travel Advice Hub
- 78% of website visitors were first timers
- One of the most trusted brands in travel according to YouGov.



SILVER STANDARD

TECHNOLOGY

QUARK POLAR PRO
TRAVPRO MOBILE FOR QUARK EXPEDITIONS

- Quark Polar PRO program added 219 monthly travel advisors
- 76% conversion rate from registrant to graduate
- 23 pieces of sales content per month shared per Advisor.

SECOND PLACE:

jersey.com

THIRD PLACE:

Red Carnation Hotels
Matter of Form for Red Carnation Hotels

SECOND PLACE:

Brit Agent PRO
Travpro Mobile for Visit Britain



PLATINUM STANDARD

TV/FILM/VIDEO

HOLIDAY FROM HOME UGC CAMPAIGN
TUI

- 57% uplift in traffic on launch day
- Social posts: 65% positive sentiment
- Holiday Prize Partner for Ant & Dec's Saturday Night Takeaway.



GOLD STANDARD

DIGITAL MARKETING CAMPAIGN

CANINE CRITICS
CANINE COTTAGES

- 49,223 dogs applied to be a Canine Critic
- 10.7 million brand exposures and 3 million dog-lovers reached
- 73% opted into database, increasing it by 39%.

SECOND PLACE:

The Most Wonderful
Time of the Year
On the Beach

THIRD PLACE:

#Moments - The World
Will Be Waiting
O&G for Kuoni

OTHER FINALISTS:

Shearings - TV Ad
Accord Marketing
Shearings

Experience a
World Beyond
One Green Bean
for Qatar Tourism

SECOND PLACE:

360 Hong Kong
Moments
MDSG for Hong Kong
Tourism Board

THIRD PLACE:

It's About Time
Vivid for Visit Greenwich

OTHER FINALISTS:

The Coast is Calling/
The Coast is Clear
Vivid for England's
Coast

Swizzels / Valentines
lovehearts in Paris
Trending Travel





GOLD STANDARD

PR CAMPAIGN

TAKE HOLIDAYS OFF SALE ON THE BEACH

- 1.95 billion online readership and 62 million broadcast viewers
- Most read story on BBC News throughout evening of announcement
- 100% of media coverage was positive or neutral.



GOLD STANDARD

MARKETING RESPONSIBLE AND SUSTAINABLE TRAVEL

INTREPID TRAVEL

- Recertified as travel's largest B Corp and improved score by 10%
- Raised AUD\$147,000 for UNICEF
- Introduced 22 new purpose-led experiences into trips across 14 countries.

SECOND PLACE: (HIGHLY COMMENDED)

Loving Langley During Lockdowns ... and Life After Lockdown
Catapult PR for Langley Castle

THIRD PLACE:

Theme Park Tester
Ocean Holidays

OTHER FINALISTS:

Advantage campaign
Finn Partners for Advantage Travel Partnership
Quokka TV
SLC Representation for Tourism Western Australia

SECOND PLACE:

#Art for Change Campaign
MDSG and Simbiotik for WaterAid UK and Hostelworld Group

THIRD PLACE:

Stop, Unlearn and Retravel
G Adventures

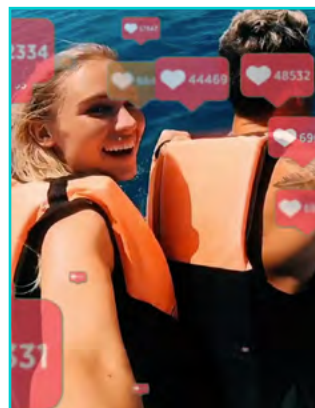


GOLD STANDARD

INTERNATIONAL CAMPAIGN OF THE YEAR

WHERE BRAVE STARTS QUMIN FOR MARRIOTT HOTELS - MOXY HOTELS

- 450 million video views (15 x estimate)
- Hotel occupancy rose 500%, hitting 93%
- Attracted and engaged a new young Moxy clientele.



TRAVEL BRAND OF THE YEAR - NEWCOMER

TRENDING TRAVEL

- Europe's most-followed travel sales company on Instagram and TikTok
- 215 million reached through posts and content
- 3.8% engagement rate.

SECOND PLACE: (HIGHLY COMMENDED)

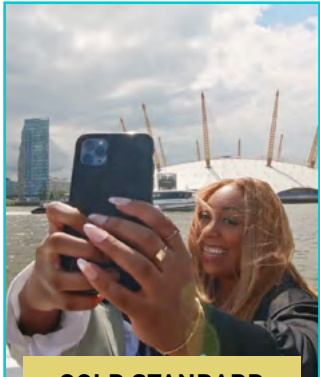
Oui/Si/Yes - to the holiday you've been longing for
Designate and Universal McCann Bristol for Brittany Ferries

THIRD PLACE:

Re-discover that vacation feeling
Top Villas

OTHER FINALISTS:

Experience a World Beyond
One Green Bean for Qatar Tourism



GOLD STANDARD

ADVERTISING CAMPAIGN
< £250,000 MEDIA SPEND

IT'S GREENWICH. TIME
 VIVID FOR VISIT GREENWICH

- Phase one: over 5 million reach and 35,000 organic clicks
- Phase two: 408% increase in page views, ROI of 43:1 and 5.84% fan base growth
- 5,088 radio competition entries.

SECOND PLACE:

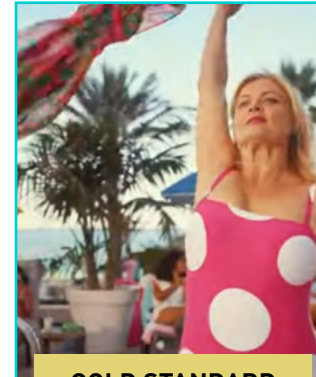
Star Quality Isn't Standard
 O&G for Kuoni

THIRD PLACE:

Do it for Jersey
 Visit Jersey

OTHER FINALISTS:

Winery Experiences
 in South Australia
 South Australian
 Tourism Commission



GOLD STANDARD

ADVERTISING CAMPAIGN
> £250,000 MEDIA SPEND

THE MOST WONDERFUL TIME OF THE YEAR
 ON THE BEACH

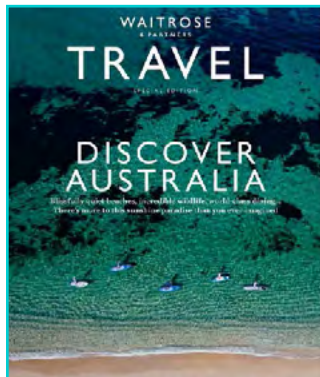
- 77% agreed the advert was memorable
- Improved Spontaneous Awareness score by 56%
- 75% more likely to visit On the Beach.

SECOND PLACE:

OUI - to the holiday you've been
 longing for
 Designate and Universal McCann
 Bristol for Brittany Ferries

THIRD PLACE:

Continuing to advertise
 throughout the pandemic
 Accord Marketing for ROL
 Cruises



GOLD STANDARD

INTEGRATED CAMPAIGN
< £500,000 MEDIA SPEND

WESTERN AUSTRALIA + SOUTH AUSTRALIA
WAITROSE PARTNERSHIP
 SOUTH AUSTRALIAN TOURISM COMMISSION/
 TOURISM WESTERN AUSTRALIA

- Qatar Airways cited this as one of their most successful partnerships in the UK
- Over 15.3 million Waitrose customer interactions
- Reader event sold out in 24 hours.

SECOND PLACE:
(HIGHLY COMMENDED)

Canine Critics
 Canine Cottages

THIRD PLACE:

Florida - Do It For The Kids
 Ocean Holidays

OTHER FINALISTS:

Texas Icons: "People - Places
 - Moments"
 MDSG for Travel Texas
 Partners



GOLD STANDARD

INTEGRATED CAMPAIGN
> £500,000 MEDIA SPEND

OUI - TO THE HOLIDAY YOU'VE BEEN
LONGING FOR
 DESIGNATE AND UNIVERSAL MCCANN BRISTOL
 FOR BRITTANY FERRIES

- TV delivered 26.2 million impacts and 12,500 associated web sessions
- Paid media delivered over 122 million impressions
- Direct mail reached 60,000 prospects and drove 3,000 online bookings.

SECOND PLACE:

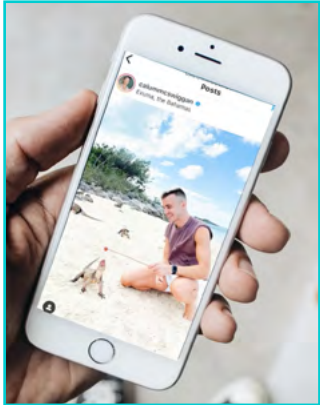
The Launch of Live
 Happy
 TUI

THIRD PLACE:

Travel On
 O&G for Kuoni

OTHER FINALISTS:

Jersey. Curiously Brit...
 (ish)
 Visit Jersey
 Experience a World
 Beyond
 One Green Bean for
 Qatar Tourism



AGENCY OF THE YEAR

FINN PARTNERS

- 60 million broadcast hits in primetime TV slots
- Over 40.2 billion reach
- Generated over 5,100 pieces of coverage across news, national, consumer, trade and business titles.



TRAVEL BRAND OF THE YEAR - CHALLENGER

BLACK TOMATO

- One of the most eco-friendly travel companies in Europe
- Launched 'State of Flex', a flexible booking policy and a new platform for business operations
- Record-breaking sales and attracted new clients and HNWI audience.

**SECOND PLACE:
(HIGHLY COMMENDED)**

Vivid

THIRD PLACE:

O&G

OTHER FINALISTS:

Accord Marketing Jago

SECOND PLACE:

Visit Jersey

THIRD PLACE:

Pelorus



TRAVEL BRAND OF THE YEAR - ESTABLISHED

G ADVENTURES

- First adventure operator to relaunch in September 2020, operated 3000+ trips
- Only travel company to use Ripple Score and raised \$15,000CAD for local communities
- Only business to operate a 'Happiness Business Model'.

SECOND PLACE:

On the Beach

THIRD PLACE:

Kuoni

OTHER FINALISTS:

TUI Princess Cruises



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SPONSORSHIP OPPORTUNITIES

IF YOU ARE INTERESTED IN SPONSORING
THE 2023 AWARDS, PLEASE CONTACT
GILES HARPER ON **07771 812 372** OR
EMAIL **GILES@DELLARDAVIES.COM**

CALL FOR ENTRIES

THE 2023 CALL FOR ENTRIES
WILL LAUNCH IN SEPTEMBER 2022.

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