



Môn 2008
ANGLESEY
TOURISM AWARDS
GWOBRAU TWRISTIAETH MÔN

TOURISM & MARKETING AWARD
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This Award acknowledges the important role played by marketing within the tourism industry. Special attention will be paid to innovative ideas which have proved successful.

Who can enter?

This Award is open to all Anglesey tourism operators who have developed and implemented a successful marketing programme.

Entries should demonstrate excellence in the following areas:

- Identification of special target markets
- Targets set within the marketing programme
- Methods used to achieve these targets – including innovative ideas and their implementation
- Extent to which these targets have been met to date
- Monitoring methods used to measure success

To enter this Award

- Complete the entry form
- Submit a portfolio of your campaign detailing how the above areas were addressed

The portfolio should include examples of:

- Print
- Advertising
- Media Relations
- Photographs/videos/DVDs (if relevant)

Add any other material that will support your entry.



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ENTRY FORM – FRONT COVER

Award category:
Business name and address:
Website address:
Contact name:
Position:
Telephone No:
Fax No:
Email address:
Who would collect the Award if you won? Name: Position:

IMPORTANT: Please enclose a completed form with each Award submission.
Please return by Friday 30 November 2007 to: Anglesey Tourism Association,
c/o Sbarc Ltd, 14 Menai Bridge, Anglesey LL59 5DW