

2020 DIGITAL TRAVEL AWARDS

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About Digital Travel Awards

环球旅讯
TravelDaily

 数字旅游奖
DIGITAL TRAVEL AWARDS

The Digital Travel Awards encourage travel companies to explore and innovate in the era of digital transformation, to find the unknown from the known and discover untapped opportunities.

The 2019 Digital Travel Awards succeeded in making a huge impact in the travel space, with entries from Trip.com Group, Airbnb, Mafengwo, IHG, Cathay Pacific, China Southern Airlines, China Eastern Airlines, Dossen International, Atour and others. The program received highly positive feedback from the industry.

Innovation deserves recognition. The 2020 Digital Travel Awards will present two award categories: Innovative Marketing Award and Product Innovation Award. Through showcasing excellent examples, the program offers valuable references for the travel industry to further explore digital transformation to shape post-pandemic development.

TravelDaily is China's leading online publisher and event organizer focusing on distribution, marketing and technology development in the travel and tourism industry.

News Portals



Conferences



Exhibitions



Award Categories

The 2020 Digital Travel Awards will present two award categories: Innovative Marketing Award and Product Innovation Award.

【Innovative Marketing Award】

The Innovative Marketing Award recognizes marketing campaigns run between July 2019 to September 2020 that show exceptional strategic planning, creative content and conversion.

Eligible Participants

Online travel, hospitality, airlines, destinations & tourist attractions, cruise and car rental companies.

【Product Innovation Award】

The Product Innovation Award recognizes innovative products launched between January 2019 and September 2020 that meet users' needs or improve operational efficiency, with great commercial results.

Eligible Participants

Online travel, hospitality, destination & tourist attractions, airlines, cruise and car rental companies, or technology companies providing the travel sector with innovative products/services.

PowerPoint Template for 【Innovative Marketing Award】

PowerPoint template for 【Product Innovation Award】

Each category will feature a Gold Award and Nomination Awards.

The Gold Award is the highest honor of the Digital Travel Awards. The winner is selected by the panel of judges based on a comprehensive set of evaluation criteria to recognize the most outstanding entry that shows exceptional innovative and commercial potential.

The Nomination Awards are selected by online voting and the judges based on a set of evaluation criteria. Six shortlisted entries will be selected in this category. Award winners will present their case at the 2020 Digital Travel Awards event, to be held on November 25 in Shanghai, and compete for the Gold Award. The ultimate winner will be announced on the same day.

Benefits for Participation

■ Highly credible award recognition

The Gold Award winner is selected by respected judges through a professional and impartial evaluation system.

The entry given the top honour represents an industry-leading best practice in innovation.

■ High-level industry exchange

The Digital Travel Awards provide an invaluable platform for exchange. The finalists gain insights from judges' comments and opportunities to build connections with distinguished guests at the TravelDaily Conference and the 2020 Digital Travel Awards Dinner Ceremony.

■ Extensive Brand Exposure

The finalists will be announced through TravelDaily's website, Wechat official account and other channels.

Winning and exceptional entries will be curated in the Digital Travel Award official website and related channels.

TravelDaily will publish news reports on the awards throughout the process.

Evaluation Process

July 23 - September 15

Submission

September 21-30

Online voting (30% of the total score), and preliminary evaluation by judges (70% of total score); 6 cases will be selected for the Nomination Awards and as finalists for the Gold Award.

November 25

Finalist Presentation; a Gold Award winner for each award category will be selected by judges .

November 26

Winner announcement and award ceremony at the 2020 TDC Night - Digital Travel Awards Ceremony Dinner

Evaluation Criteria - Innovative Marketing Award

■ 30% Target Setting & Strategies

The judges will examine the market background, challenges and the target of each marketing case to evaluate the feasibility and effectiveness of the marketing strategy.

■ 35% Creative & Innovative

The judges will rate the novelty and creativity of the concept, marketing formats, distribution channels and other factors.

■ 35% Execution & Value Conversion

The judges will conduct a comprehensive appraisal of investment and the return.

Evaluation Criteria - Product Innovation Award

■ 30% Positioning & Feasibility

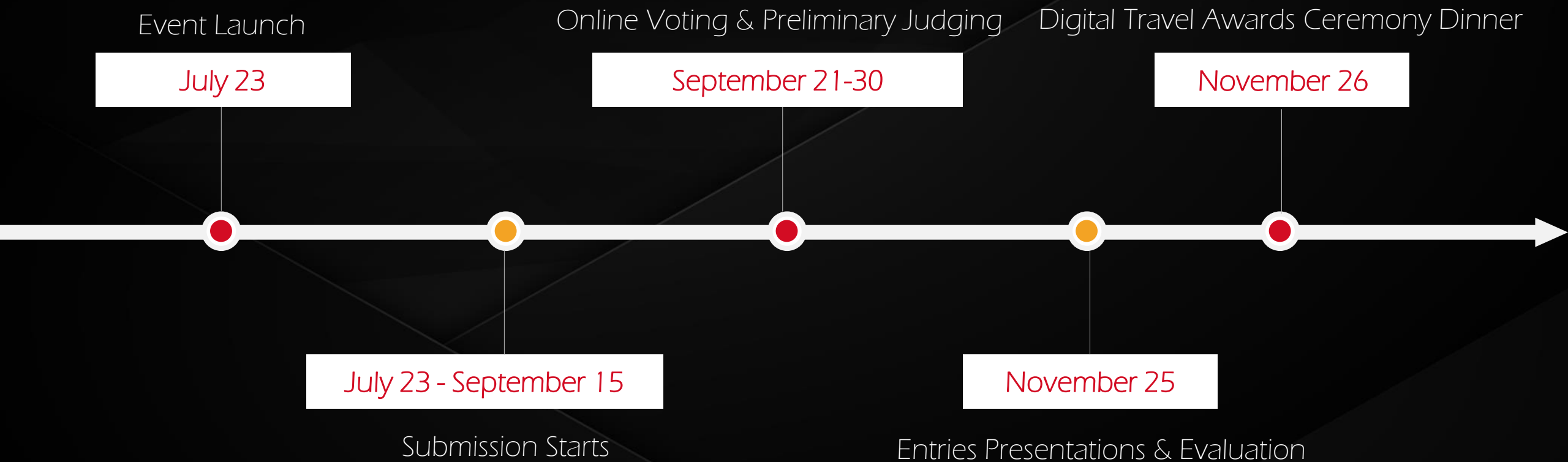
The judges will examine the market positioning, target users, competitive differentiation of a product to rate its innovativeness.

■ 40% Function & Innovation

The judges will evaluate a product's function, innovativeness and practicality and whether it meets consumers' needs under different application scenarios.

■ 30% Profitability & Value

The judges will evaluate a product's profitability, sustainability and commercial potential based on its application in market.





Submission Process

(1) Know the rules.

Award Categories

Download Submission Guide

Learn about Evaluation Process and Criteria

Deadline for Submission

(2) Prepare materials

View the List of Requested Materials

Download PowerPoint Template

(3) Online submission

Submit your materials online

Upload the PowerPoint File

Innovative Marketing Award Judges

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Vivian Yeh

Vice President, Marketing,
Greater China
AccorHotels Group



Lin Wang

Chief Marketing Officer,
Greater China
IHG



Kate Chang

Regional Director, China Office
Los Angeles Tourism &
Convention Board



Yang Liu

Director, New Media
Center
Spring Airlines



Ken Yuan

CEO
Tiger Roar Digital



Robert Xiong

Chairman & Chief Consultant
Times Culture and Tourism
Brand Consulting Co., Ltd.



Frank Wang

CMO
Tongcheng-eLong

*The list of judges is constantly updating, for the latest information please visit our website.

Product Innovation Award Judges

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Tony Jiang

Co-founder & Partner

OceanLink



Jay Shen

Vice President

Trip.com Group



Ted Zhang

Co-founder & CEO

DerbySoft



Michael Zhu

Vice President

New Century Hotels &
Resorts



Jay You

Partner

Yuantai Investment Partners
Evergreen Fund

*The list of judges is constantly updating, for the latest information please visit our website.

Things to note

Online Submission

The 2020 Digital Travel Awards are open for application through online submission. Please submit your general information and upload your entry based on our PowerPoint template.

Click the links below to apply, and submit all requested information and file.

Submission for Innovative Marketing Award

Submission for Product Innovation Award

PowerPoint Template for Entry Submission

Please [download our designated PowerPoint template](#) to present your case to facilitate judging.

- Please download our designated PowerPoint template to present your case to facilitate judging.
- Please use Source Han Sans as the designated font in your presentation slides to ensure the text is decipherable. [Click here](#) to download the font.
- To make your presentation easy to understand, please fill in the Table of Contents slide. The upper left corner of all slides must be filled in with relevant information.
- The submission deadline is September 15. We'll conduct the Online Voting & Preliminary Judging between September 21-30 and will announce the finalists by October 10. Please check your email for result notification.

Data sources of entries

All entries must be original work of the company (or group) that makes the submission, and must not be involved in any intellectual property disputes. The organizing committee is not responsible for any copyright or intellectual property disputes related to any entry. The judging panel of the award program only evaluates the quality of the submitted work and will not involve in any legal issues 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.

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 (the 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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Scan the QR code
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