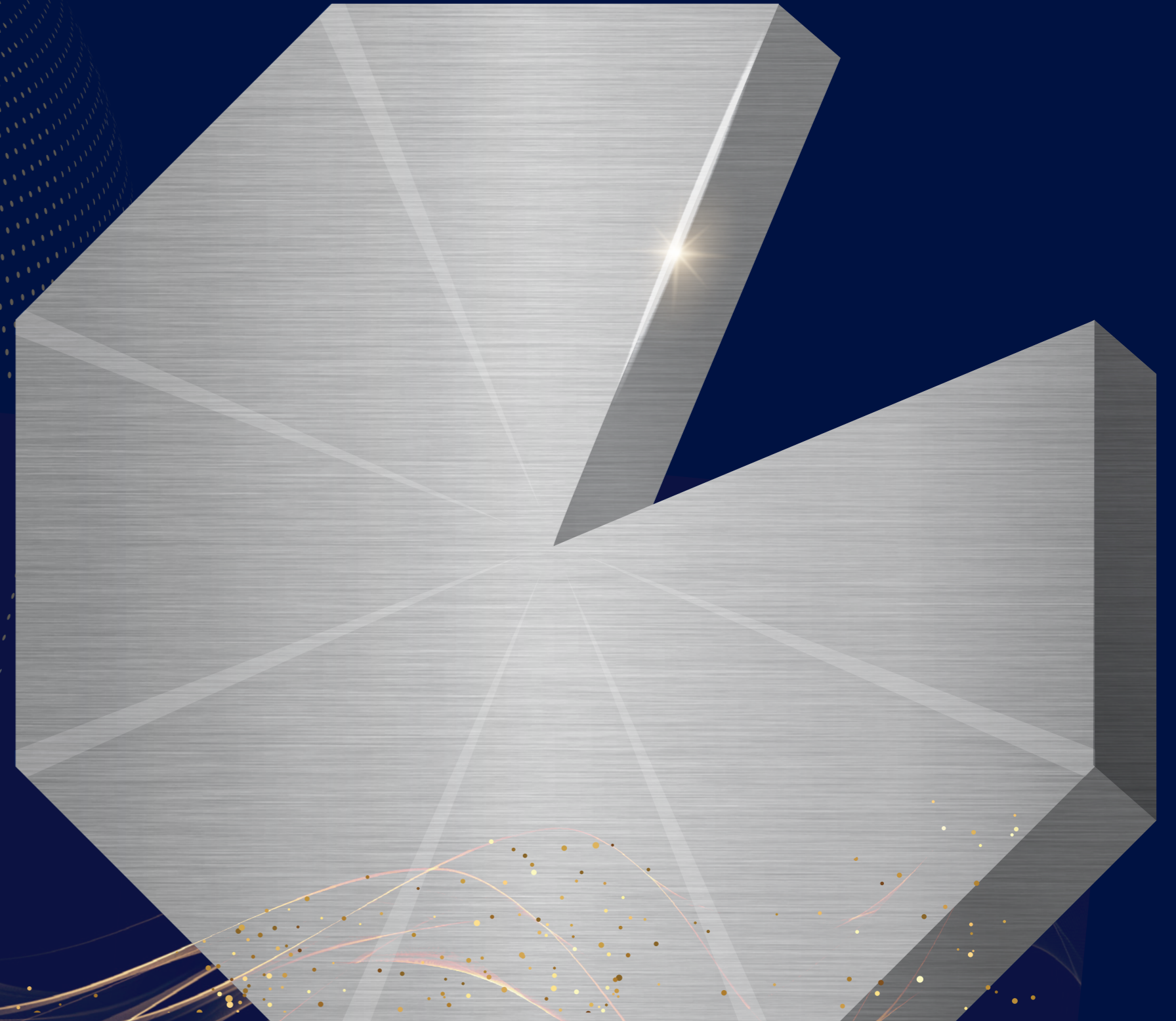


**Mumbrella**  
**TRAVEL**  
**MARKETING**  
**Awards**

**2026**  
CALL FOR ENTRIES



# MUMBRELLA TRAVEL MARKETING AWARDS 2026

Entries are now open for the 2026 Mumbrella Travel Marketing Awards.

These awards recognise the companies, teams and individuals delivering outstanding marketing, creativity and results across the travel and tourism sector.

This guide outlines everything you need to know to enter, including category criteria, entry requirements and submission details.

The judging period covers work in market at any point during the 12 months from 6 June 2025 to 5 June 2026.

Each entry must be written in response to the outlined framework specific for the relevant category and submitted in no more than 1000 words. Please ensure your submission aligns to the scoring criteria and weightings for each category.

Judges assess every entry independently before discussion and scoring moderation.

## WHAT JUDGES LOOK FOR:

**Brief & Challenge & Context** Clear articulation of the business or marketing challenge, including the context, objectives and audience. Judges will look for a strong understanding of the problem or opportunity, supported by relevant background, insight or market conditions.

**Strategy & Idea & Creative Approach** The strength of the strategic thinking, insight and originality behind the work. This includes clarity of objectives, depth of research, relevance to the audience, and alignment with wider business or brand goals. Judges will assess how effectively the idea addresses the challenge and the distinctiveness of the thinking used to solve it.

**Work & Execution** The quality of the creative delivery, innovation and craft. Judges will consider how the idea has been brought to life across channels and formats, including consistency, attention to detail, and effectiveness of execution.

**Creator Positioning** The clarity and strength of the creator's voice, audience and content proposition. Judges will look for authenticity, relevance to audience, consistency of output, and the creator's ability to influence engagement, perception or behaviour.

**Partnership Strategy** The rationale and effectiveness of the partnership approach. Judges will assess alignment between partners, clarity of roles, mutual value creation, and how the partnership contributed to the success of the work.

**Positioning** The strength and clarity of the brand positioning. Judges will consider differentiation, relevance to target audiences, and how effectively the positioning has been expressed through marketing activity.

**Content Excellence** The quality, originality and effectiveness of content created. Judges will assess storytelling, editorial strength, creativity and the ability of the content to engage the audience.

**Results & Effectiveness** The measurable impact of the work against its stated objectives. Judges are instructed to assess effectiveness relative to scale, spend and ambition, ensuring that smaller campaigns and emerging teams are not disadvantaged. Effectiveness may be demonstrated through commercial performance, brand perception, audience engagement, behaviour change or cultural impact.

## RESULTS & EFFECTIVENESS — WHAT STRONG ENTRIES INCLUDE;

Judges will score higher where entries provide:

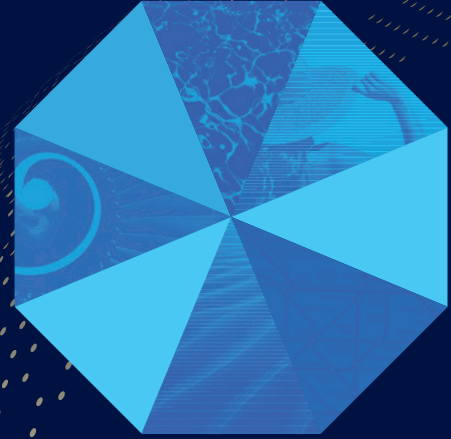
- A clearly defined baseline and target (before/after or benchmark comparison)
- Clear attribution, demonstrating how marketing or communications activity drove the result
- Evidence of impact beyond reach and impressions (e.g. business, behavioural or reputational outcomes)
- Budget transparency and, where possible, ROI or cost-effectiveness
- Optional third-party validation (e.g. analytics platforms, research partners or independent data)

Judges will be looking for transparency, credibility and measurable impact. Entries lacking evidence of results are unlikely to be shortlisted.

## USE OF AI

Entrants must disclose any use of AI tools or technologies in the creation, production or optimisation of their work. This ensures transparency and allows judges to appropriately assess creative intent and technological execution.





# Mumbrella TRAVEL MARKETING Awards

## THE CATEGORIES

- Best Use of Content Marketing >
- Best Celebrity or Influencer Campaign >
- Content Creator of the Year **(New)** >
- Best Brand Partnership >
- Best Use of AI **(New)** >
- Award for Bravery and Innovation >
- PR Idea of the Year >
- Marketing Campaign of the Year >
- Creative Excellence **(New)** >
- Best Campaign With a Small Budget >
- Social Idea of the Year >
- Best Brand Launch **(New)** >
- Marketing Agency of the Year **(New)** >
- PR Agency of the Year >
- Travel Marketing Team of the Year >
- Travel Brand of the Year - Accommodation **(New)** >
- Travel Brand of the Year - Land, Sea & Air **(New)** >
- Travel Brand of the Year - Destination **(New)** >
- Media Brand of the Year **(New)** >
- Print Publication of the Year **(New)** >
- Tourism Impact Award **(New)** >

# BEST USE OF CONTENT MARKETING

This category seeks to recognise outstanding use of content marketing in promoting a travel brand, destination, product or experience.

This could include brand-funded entertainment, editorial-style storytelling, native advertising, social or video content, branded publishing, podcasts, or other forms of content designed to engage audiences and influence travel consideration or behaviour.

Entries should demonstrate how a clear content strategy, strong storytelling and thoughtful distribution have been used to connect with audiences and deliver measurable brand or business outcomes.

Agencies, media owners and in-house marketing teams are eligible to enter this category.

## Entries must include:

- An explanation of the brief, challenge and target audience
- The content strategy and creative approach
- Examples of the content produced and channels used for distribution
- How the content was designed to engage or influence the audience
- Results, including engagement, reach, brand impact and ROI

**Word count: 1,000**



## SCORING

The Brief & Challenge  
**10%**

The Strategy & Idea  
**30%**

The Work & Execution  
**30%**

Results & Effectiveness  
**30%**

# BEST CELEBRITY OR INFLUENCER CAMPAIGN

This award seeks to recognise a campaign for which an agency or an in-house team has effectively used a celebrity or influencer to promote a product, service, destination or offering.

A celebrity or influencer may be a media personality, a blogger or a social media personality.

Entries should outline the objective, the issue, the insight, the research and the strategy used to address the issue and deliver the outcome, with a clear explanation of metrics used to demonstrate success.

Please demonstrate how the campaign best used the celebrity or influencer's own channels such as their social media accounts (Twitter/X, Instagram, etc.) or a blog or website to distribute the campaign and engage with the celebrity or influencer's own audience.

The jury will also consider the authenticity of the partnership and the alignment between the creator's audience and the travel brand.

## Entries must include:

- An outline of the objective, issue, insight and audience
- Rationale for the selection of the celebrity or influencer
- The strategy and role of the influencer within the campaign
- Examples of how the influencer's own channels and audience were leveraged
- Examples of creative execution
- Results, including engagement, reach, brand impact and ROI

**Word count: 1,000**

# CONTENT CREATOR OF THE YEAR

We are looking for THE content creator of the moment. This category seeks to recognise an individual content creator that has demonstrated outstanding creativity, influence and impact within the travel sector.

This could include influencers, social media creators, travel writers, filmmakers, photographers or bloggers who are producing original content that engages audiences and shapes travel behaviour.

Entries should demonstrate a distinctive voice, a growing and loyal following where applicable, creative and original content, audience engagement and exceptional partnership results.

#### Entries must include:

- An overview of the creator, including platforms, audience and content focus
- Examples of content produced during the judging period
- Details of any brand partnerships or collaborations, where relevant
- Evidence of impact, including influence on travel behaviour, brand outcomes or audience response, as well as audience growth, engagement, and any commercial outcomes.

**Word count: 1,000**



## SCORING

Creator Positioning  
**10%**

Strategy & Creative Approach  
**30%**

The Work & Output  
**30%**

Impact & Effectiveness  
**30%**

# BEST BRAND PARTNERSHIP

This category seeks to recognise the best and most innovative brand partnerships in travel where marketing has played a key role.

Joint entries are required in that all brands involved must approve the entry. The jury does not wish to see more than one entry for a brand partnership.

A single brand or agency may submit the entry with written approval from the other parties involved.

Entries should outline the reason for the partnership, the challenges involved, the marketing strategy and campaigns that went into promoting the partnership and the results that followed for both/all brands.

The jury will be looking for partnerships that deliver mutual value, audience growth and meaningful brand impact.

It is important to note that the partnership may be one with history but the marketing strategy and resulting campaigns must have been within the allotted time frame for these awards.

#### Entries must include:

- Partnership objectives and strategic rationale
- Background on the partnership, if applicable
- Details of the marketing strategy and campaigns used
- Roles and contributions of each partner
- Examples of execution across channels
- Results for all parties, including audience growth, engagement, brand impact and commercial outcomes

**Word count: 1,000**



## SCORING

The Brief & Challenge  
**10%**

Partnership Strategy  
**30%**

Integration & Execution  
**30%**

Results & Effectiveness  
**30%**

## BEST USE OF AI

This category seeks to recognise the most effective and innovative use of artificial intelligence in travel marketing.

Celebrating brands that have harnessed the power of AI, this could include the use in creative development, personalisation, content generation, customer experience, data analysis or campaign optimisation.

Entries should demonstrate how AI has enhanced marketing effectiveness, creativity or efficiency.

### Entries must include:

- The business challenge or opportunity
- How AI was used within the marketing strategy or execution
- Brave or bold thinking, and examples of where outcomes were not successful
- The role of data, technology or platforms
- Examples of how the work was implemented
- Clear data on how AI improved efficiencies, creative or business results

**Word count: 1,000**

## SCORING

The Challenge & Opportunity

10%

The Strategy & Idea

30%

Implementation & Execution

30%

Impact & Effectiveness

30%

## AWARD FOR BRAVERY AND INNOVATION

This award seeks to recognise initiatives that have wider potential lessons for the travel industry. It's the "I wish I'd thought of that" award. The scope of this category is deliberately wide. It could, for example, be a new marketing strategy, a media first, a new advertising execution, new ways of handling relationships with partners, or more.

This category is open to agencies, media owners and marketing teams.

The jury will be looking for the scale of the innovation, the level of risk undertaken, its potential wider impact on the travel industry, and the outcomes achieved.

Multiple entries based on separate examples of innovation are permitted in this category.

### Entries must include:

- A clear explanation of the challenge or opportunity
- The innovative idea or approach, and why it was considered bold or high-risk
- Examples of how the idea was implemented
- Outcomes, including impact, learnings and any broader industry influence

**Word count: 1,000**



## SCORING

The Challenge & Context

10%

The Strategy & Innovation

40%

Execution

20%

Impact & Learnings

30%

# PR IDEA OF THE YEAR

This category seeks to recognise the best public relations idea on behalf of a travel brand, product or service.

A PR idea that promotes the brand or experience in a tangible, imaginative way, introduces a new product or service, or connects a new audience with an existing product or service.

The jury will be looking for originality of the idea and its ability to generate meaningful engagement and impact.

This category is open to in-house marketing and PR teams as well as agencies.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

#### Entries must include:

- An explanation of the brief, challenge and audience
- The PR idea and strategic approach
- Channels, tactics and execution
- Examples of the work
- Results, including coverage, engagement, media monitoring data, brand impact and ROI

**Word count: 1,000**



## SCORING

The Brief & Challenge  
**10%**

The Strategy & Idea  
**30%**

The Work & Execution  
**30%**

Results & Effectiveness  
**30%**

# MARKETING CAMPAIGN OF THE YEAR

This category seeks to recognise the most outstanding marketing and communications campaign on behalf of a travel brand or product.

This could include campaigns promoting a destination, brand, product or experience, across any channel or platform.

Entries should demonstrate a strong strategic foundation, clear objectives, high-quality execution and measurable results.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off. Multiple entries based on separate campaigns are permitted.

#### Entries must include:

- An explanation of the brief, challenge, insight and target audience
- The strategy and creative solution
- Media strategy and examples of campaign executions
- A list of credits and key campaign details (timing, placement, partners)
- Results, including ROI, performance metrics and overall impact

**Word count: 1,000**



## SCORING

The Brief & Challenge  
**10%**

The Strategy & Idea  
**30%**

The Work & Execution  
**30%**

Results & Effectiveness  
**30%**

## CREATIVE EXCELLENCE

This category seeks to recognise outstanding creative work in travel marketing, celebrating the strength of idea, design and execution and craft.

This could include advertising, content, brand platforms or campaigns where creativity is the defining driver of impact, regardless of budget or scale.

Entries should focus on the originality of the idea and the quality of execution, rather than solely on results.

### Entries must include:

- An explanation of the brief and the creative idea
- The insight or thinking behind the work
- Examples of the creative execution
- An explanation of how the work was brought to life
- Results or impact, demonstrating the effectiveness of the creative, which may include:
- Creative testing or effectiveness scores
- Engagement metrics relative to benchmarks
- Audience response and sentiment (qualitative or quantitative)
- Campaign or brand uplift attributable to the creative idea
- Performance against previous campaigns or category benchmarks

**Word count: 1,000**



## SCORING

The Brief & Challenge  
**10%**

The Idea & Thinking  
**40%**

The Work & Execution  
**40%**

Impact & Creative Effectiveness  
**10%**

## BEST CAMPAIGN WITH A SMALL BUDGET

This category seeks to recognise an outstanding marketing or PR campaign delivered with a total budget of less than \$50,000 AUD (excluding GST). Campaigns include targeting a business or consumer audience to promote a brand or product, introduce a new product or service or connect a new audience with an existing product or service.

The jury will be looking for smart strategic thinking, creativity and efficient use of resources to deliver strong results, demonstrating that impact is not dependent on scale of spend.

Total budget must include creative / agency services, research, PR, media spend, talent, and production costs.

### Entries must include:

- The brief, challenge and target audience
- Total campaign budget (including breakdown across production, media, talent and agency costs)
- The strategy and creative solution, with examples of campaign execution
- Media channels and approach
- Results, including ROI, performance and impact relative to budget

**Word count: 1,000**



## SCORING

The Brief & Challenge  
**10%**

The Strategy & Idea  
**30%**

The Work & Execution  
**30%**

Results & Effectiveness  
**30%**

# SOCIAL IDEA OF THE YEAR

This category seeks to recognise the best social-first idea on behalf of a travel brand, destination, event or product.

Entries may be social-only campaigns or broader campaigns where social plays a central role. The jury will be looking for originality of the idea, strong execution and measurable impact.

Where appropriate, joint entries from more than one agency are welcome. The jury does not wish to see more than one entry for the same piece of work, so solo agency entries should ensure they have client sign-off.

#### Entries must include:

- The brief, challenge, insight and target audience
- The social-first idea and why social was the hero channel
- Platforms, formats and execution approach
- Examples of content
- Results, including engagement, reach, conversions, brand impact and ROI

**Word count: 1,000**



NEW CATEGORY



## SCORING

The Brief & Challenge  
**10%**

The Strategy & Idea  
**40%**

The Work & Execution  
**25%**

Results & Effectiveness  
**25%**

## BEST BRAND LAUNCH

This category seeks to recognise the most effective launch of a travel brand, product, service or destination.

This could include new brands, rebrands or the launch of new offerings within the travel sector, with a compelling brand, clear strategy and innovative launch to market.

Entries should demonstrate how brand strategy and marketing successfully introduced the brand to market and drove awareness, engagement and commercial results.

#### Entries must include:

- The challenge and market context for the new brand
- An overview of the brand or product being launched
- Brand positioning strategy and launch marketing activity plans
- Examples of creative and execution
- Results must include awareness, engagement, campaign success and revenue outcomes

**Word count: 1,000**

## SCORING

The Challenge & Context  
**10%**

The Strategy & Positioning  
**30%**

The Work & Execution  
**30%**

Results & Impact  
**30%**



# MARKETING AGENCY OF THE YEAR

This category seeks to recognise the best marketing agency working with travel and tourism clients. This category is open to creative, advertising, digital, social or media agencies.

The jury will be looking for agencies that demonstrate strong strategic thinking, creative excellence and measurable results for travel brands, alongside commercial success and contribution to the industry.

Whether large or small, entrants should demonstrate what makes them outstanding, what sets them apart and how they are delivering strong results.

#### Entries must include:

- A list of travel or travel-related clients
- New business wins and client retention
- Agency culture, team development and industry contribution
- Examples of key work delivered during the judging period
- Evidence of objectives, campaign ROI, revenue growth and brand impact for clients

**Word count: 1,000**

## SCORING

Ethos & Positioning

10%

Strategy & Innovation

30%

The Work & Execution

30%

Commercial Success & Impact

30%

# PR AGENCY OF THE YEAR

This category seeks to recognise the best public relations agency working with clients in the travel industry.

The jury will be looking for evidence that the agency is deeply involved in the travel industry through one or more clients. The jury will consider the agency's role in shaping travel marketing outcomes and contribution to the broader industry.

While they don't have to have been working with travel clients for years, PR agencies new to the travel industry should clearly illustrate a deep understanding of the sector and significant results.

Please share details of commercial success over the last year including client retention and account wins. Tell us how the agency has moved forward during the past year specifically in terms of the travel clients and please set out the contribution of the agency and its staff to the wider travel industry.

Where possible, please provide actual revenue and profit numbers relating to the travel clients, where not possible please provide percentage comparisons with the corresponding 12 months.

## Entries must include:

- A list of travel or travel related clients
- A list of wins and losses of clients in or related to the travel industry for the corresponding 12 months
- Significant milestones for the agency relating to the travel clients
- Examples of work done for travel or travel related clients
- Evidence of campaign impact, client outcomes or brand success within the travel sector
- Details of agency culture that emphasise travel or the travel industry
- Revenue results relating to travel or travel related clients, or percentage figures

**Word count: 1,000**



## SCORING

Ethos & Positioning

10%

Strategy & Innovation

30%

The Work & Execution

30%

Commercial Success & Impact

30%

# TRAVEL MARKETING TEAM OF THE YEAR

This category recognises achievement by an in-house marketing or PR team specifically working on marketing projects for the brand they work for.

The jury will be looking for a high-performing team that demonstrates strong collaboration, innovation and measurable impact.

This category may be self-nominated or entered by a partner agency with the permission of the brand

#### Entries must include:

- A case study of a key marketing project delivered during the judging period
- Evidence of tangible outcomes achieved for the brand
- Examples of collaboration with partners, agencies and media owners
- Evidence of team culture, including development, retention and performance
- Any additional examples of innovation or contribution to the business

**Word count: 1,000**



NEW CATEGORY



## SCORING

Challenge & Objectives

10%

The Strategy & Collaboration

25%

Case Study & Execution

25%

Results & Team Impact

40%

# TRAVEL BRAND OF THE YEAR - ACCOMMODATION

This category seeks to recognise an accommodation brand that has demonstrated outstanding brand strength, industry impact, marketing performance and customer connection within the travel and tourism sector.

This includes hotels, resorts, lodges or accommodation providers that have built a distinctive brand, delivered compelling and effective marketing and communications activity, and created guest experiences that drive traveller consideration, booking and advocacy.

Entries should demonstrate how marketing strategy, campaigns and brand activity have contributed to commercial success and brand growth.

#### Entries must include:

- An overview of the brand positioning, market differentiation and target audience
- Details of creative and effective marketing strategy, initiatives and campaigns
- Examples of how the brand has been brought to life across channels and engaged travellers
- Evidence of positive customer experience or innovation in customer engagement
- Results - including campaign ROI, brand growth, revenue, occupancy, acquisition, loyalty or reputation metrics

**Word count: 1,000**

## SCORING

Brand Challenge

10%

The Strategy & Positioning

30%

The Work & Execution

30%

Results & Effectiveness

30%

# TRAVEL BRAND OF THE YEAR - LAND, SEA & AIR

This category seeks to recognise a transport brand that has delivered outstanding brand leadership and marketing performance within the travel sector.

This includes airlines, cruise operators, rail or other transport providers that have built strong brand affinity, delivered impactful marketing campaigns, and enhanced the traveller journey from inspiration through to experience.

Entries should demonstrate how brand strategy and marketing activity has influenced traveller choice, engagement and commercial outcomes.

#### Entries must include:

- An overview of the brand positioning, market differentiation and target audience
- Details of marketing strategy and key campaigns or communications
- Examples of how the brand has been brought to life across channels and engaged travellers
- Evidence of positive customer experience or innovation in customer engagement
- Results - including campaign ROI, brand growth, revenue, bookings, acquisition, loyalty or reputation metrics

**Word count: 1,000**



## SCORING

Brand Challenge

10%

The Strategy & Positioning

30%

The Work & Execution

30%

Results & Effectiveness

30%



## SCORING

Brand Challenge

10%

The Strategy & Positioning

30%

The Work & Execution

30%

Results & Effectiveness

30%

# TRAVEL BRAND OF THE YEAR - DESTINATION

This category seeks to recognise a destination that has demonstrated exceptional marketing performance and brand leadership in attracting and shaping visitor demand.

This includes national, state or regional destinations that have built a compelling and differentiated identity, delivered standout marketing activity, strengthened the brand position, and driven proven increased visitation and demand.

Entries should demonstrate how brand and marketing strategy and campaigns have contributed to the destination's growth and reputation.

#### Entries must include:

- An overview of the destination brand, clarity of position and target markets
- Effectiveness of marketing strategy and campaigns throughout the judging period in driving awareness, consideration and visitation
- Examples of creative and execution across channels
- Evidence of how the destination has been distinctive and boldly positioned in market
- Alignment to community, cultural and sustainability considerations
- Results - including campaign ROI, brand growth, visitation or reputation and perception metrics

**Word count: 1,000**

# MEDIA BRAND OF THE YEAR

This category seeks to recognise a media brand that has demonstrated excellence in engaging travel audiences and delivering value to advertisers.

This could include digital platforms, publishers, content networks or media brands operating across multiple channels (digital, social, video, print, events and audio) within the travel sector.

Entries should demonstrate strength in audience targeting and growth, content strategy, innovation and commercial performance.

#### Entries must include:

- An overview of the media brand, target audience and market position
- Content and editorial strategy
- Examples of innovation in format, content or engagement
- Evidence of audience growth, engagement metrics, advertiser outcomes where applicable, and commercial success

**Word count: 1,000**

## SCORING

Market Context & Challenge

10%

The Strategy & Positioning

30%

The Work & Execution

30%

Performance & Effectiveness

30%



## SCORING

Context & Positioning

10%

The Strategy

20%

Content Excellence  
& Execution

40%

Commercial Success  
& Impact

30%

# PRINT PUBLICATION OF THE YEAR

This category seeks to recognise excellence in print publishing within the travel sector.

This includes magazines, newspapers or other print publications that demonstrate outstanding editorial, design, production and commercial success.

#### Entries must include:

- An overview of the publication, target audience and market position
- Editorial and content approach
- Design and production quality
- Examples of innovation or brand expansion
- Evidence of performance, including readership, circulation or commercial success
- Physical copies as per submission guidelines

**Word count: 1,000**



# TOURISM IMPACT AWARD

This category seeks to recognise marketing and brand-led initiatives that drive positive impact in travel and tourism.

This could include campaigns, programs or initiatives that shape and promote sustainable travel, support communities, cultural respect, champion diversity and inclusion, or encourage more responsible, conscious travel behaviours.

Entries may be partnerships, campaign-led or broader brand or organisational initiatives, but must demonstrate a strong idea that places positive impact at the centre of the work and a clear role and contribution for marketing.

#### Entries must include:

- An explanation of a creative initiative, campaign or program that places responsibility, sustainability or inclusion at the core
- The role of marketing in driving the activity, and explicit examples of work
- Details of how sustainability, inclusion or community impact was addressed
- Evidence of authenticity and alignment with real actions and outcomes
- Results must include evidence of behavioural influence, social or environmental impact, or changes in brand perception

**Word count: 1,000**

## SCORING

The Purpose & Challenge

10%

The Approach & Idea

25%

The Work & Execution

25%

Impact

40%



# TERMS, CONDITIONS AND DETAILS

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## ENTRY DEADLINES

The closing date for entries is 5 June 2026. Late entries will be accepted until midnight on 12 June 2026.

The entry website begins accepting entries on 9 April 2026.

## SUBMISSION PROCESS

All entries must be submitted online via the event website:

<https://mumbrella.com.au/travelawards>

Entries must be uploaded to the awards entry portal. The written portion of the entry should be submitted via the online entry portal. If additional material is to be submitted, it must be supplied as a link to an online location where the work can be viewed or as a supporting document which can be uploaded.

Entries should focus on the work, not the presentation. Supporting material should be digital, not physical. These can be images, audio or video.

With the exception of the Print Publication of the Year category which has a requirement to supply physical copies of magazines, entry is online only.

## PHYSICAL SUBMISSIONS

For Print Publication of the Year requiring physical materials, entry deadlines are strict and final. If physical copies are received after the closing date, the entry will be deemed invalid.

No extensions or exceptions will be granted. Entrants are responsible for ensuring materials arrive before the deadline.

Please address physical copies to:  
2026 Mumbrella Travel Marketing Awards  
ATTN: Mumbrella Events Team  
Mumbrella Media  
41 Bridge Road, Glebe, NSW, 2037

## ENTRY FEES

Entries received by 5 June 2026 - \$429 +GST AUD per entry

Entries received by 12 June 2026 - \$529 +GST AUD per entry

All entry fees are non-refundable under any circumstances, including disqualification, withdrawal or where an entry is not shortlisted.

\*All transactions are in AUD and include GST.

\*A payment processing fee applies to all card payments (VISA, Mastercard and Amex 1.75% inc. GST) in addition to your transaction.

## KEY DATES

Eligibility Period: 6 June 2025 - 5 June 2026

First Entry Deadline: 5 June 2026

Final Entry Deadline (fee applies): 12 June 2026

Awards Ceremony: 27 August 2026





# TERMS, CONDITIONS AND DETAILS

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## ELIGIBILITY & ENTRY RULES

Entries previously submitted to the Mumbrella Travel Marketing Awards may not be re-submitted.

Work submitted must have been active within the eligibility period, twelve months prior to Friday, 5 June 2026.

Word counts are strict. Entries exceeding the specified word count will be disqualified. Supporting materials may include links, images, or attachments where relevant; however, judges are not required to review supplementary material in detail.

For audiovisual work, videos should be supplied via a link to YouTube or Vimeo. Video content must feature the work only.

Where appropriate, joint entries from more than one agency are welcome, and indeed encouraged. The jury does not wish to see more than one entry in the same category for the same piece of work, so solo agency entries should ensure they have client sign-off.

Care must be taken to credit collaborating partners in the entry. The jury may choose to exclude work which obfuscates or misrepresents the role of the submitting agency.

An entry may be submitted into more than one category where relevant.

The scope of the awards covers teams based in, and activity conceived in, Australia and New Zealand.

Should the entrant decide to withdraw work, the event manager must be notified in writing before the shortlist is announced. In the instance that work must be withdrawn, entry fees are non-refundable.

## JUDGING & DECISIONS

The jurors reserve the right to reallocate entries into alternative categories if deemed more appropriate and/or to ensure categories remain competitive.

All judging decisions are final. In the event that new information comes to light after judging, Mumbrella reserves the right to review and amend decisions in consultation with the jury.

Mumbrella reserves the right to disqualify any entry where misleading or incorrect information has been provided, regardless of intent.

## MATERIALS & USAGE

By entering, entrants grant Mumbrella the right to use submitted information, imagery and video content for the purposes of judging, awards presentations, event promotion and related marketing activities.

Shortlisted candidates will be asked to provide additional content for the purpose of the awards presentation video.

Judges will treat all commercially sensitive information as confidential and will not share or disclose entry content outside of the judging process.

## ATTENDANCE

At least one representative from each shortlisted company must be available on the night of 27 August 2026, to collect the award if successful.

The jury will select one winner from the shortlisted entries in each category. In the unusual case where only one entry is shortlisted in a category, the jury may still award a winner if it meets the standard of excellence.

## CONTACT

For questions regarding entries:

**Elaine Orais**

Awards Manager, Travel Marketing Awards

Email: [eorais@mumbrella.com.au](mailto:eorais@mumbrella.com.au)

Mobile: 0414 938 748

