

## **BEST TOURISM INITIATIVE**

**Nomination Cost: \$149.00 (inc. GST)**

### **Nomination Criteria and Submission Requirements**

This award category recognises a tourism initiative or product that is unique and adds value to the industry as well as the local community. The initiative will encourage patronage and provide visitors with an overall great and hospitable experience. Start the submission with a few paragraphs that describes your overall venue and how you came to be. This is where the judges will gain an understanding of how you fit into this category. It is important to clearly demonstrate your eligibility by aligning with the judging criteria found below. It is recommended that each judging point is addressed outlining your suitability.

#### **Additional documents**

1. 3 x High Resolution images of the property relevant to the nomination category

### **Judge Assessment Marks**

**Judging for this category will be based solely on the written submission lodged with the QHA. Responses to the criteria will be strengthened by the inclusion of measurable results and appropriate indicators including customer data and other types of external validation.**

#### **Innovation in tourism products and initiatives**

*Set the story of your product/service and give the judge an insight into the product/service on offer. Take the judge on a journey and describe the visitor experience, how it began and how it has developed over time. Ensure you highlight points of difference and innovation within the product/service.*

#### **A commitment to excellence in customer service**

*This can include how you are committed to staff culture and quality customer service throughout all areas of the business such as staff culture and training, service principles and policies, staff reward systems and product knowledge. Consider all points of customer engagement throughout the entirety of your hotel operations from head office down to individual hotel staff.*

#### **Effective website and demonstration through marketing channels**

*Provide images and data showcasing effective website use and click through / booking rates from campaigns. This section can also include evidence of key markets, databases and how they are targeted via emails, SMS messages, billboard, social media, radios, advertisements along with the consistency in which they are.*

#### **Proven ability to attract high visitor traffic**

*This section will be greatly strengthened by measurable data, results and insights. Elaborate on visitor traffic, demographic and success of product/service.*

**Tourist group, alliances, affiliations and memberships**

*Elaborate on how your products/service is of benefit and contributes to your venue and the hotel industry as a whole. Provide evidence of alliances, affiliation and memberships directly related to your product/service.*

**Evidence of promotion of local community and/or state/regional attractions**

*Use this section to provide information on all active sponsorships and/or support from community groups and/or locals. Demonstrate your commitment to tourism excellence by explaining the values and philosophy of your business and how the business has been actively involved with and contributed to the tourism industry through both business and personal participation.*

**Testimonials**

*Include media clippings, media coverage and any other evidence showcasing the profile that your initiative has generated.*