

## BEST HOTEL GROUP OPERATOR

### Nomination Criteria

#### Your Submission Requirements

This award category recognises a hotel group operator that demonstrates consistent industry professionalism and innovation across the entirety of its operation. Start the submission with a few paragraphs that describes your overall company, hotel ownerships 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 heavily strengthened by the inclusion of measurable results and appropriate indicators including customer data and other types of external validation.**

#### Effective marketing campaigns

*Use this section to provide data and information on marketing campaigns both current and from the previous 6-12 months. Provide data and information on how the campaigns have succeeded. This section can also include any marketing / promotions calendars, strategies and/or creative development processes involved. Provide evidence of short- and long-term goals along with any information on strategic planning meetings and general marketing information that contributes to the overall marketing strategy of your venue. Provide information on acquisition behaviour, audience traffic and engagement, media coverage and any other evidence of effective marketing activity.*

#### Innovation in group and hotel operations across all areas

*Use this section to 'Wow' the judges with your team's innovation and the continuing success of your activity in an ever-changing world. Explain how your group invests in equipment and technology that benefits all hotels associated as well as intangible staff operations such as site visits and meets.*

#### 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's operations from head office down to individual hotel staff.*

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Nomination Criteria continued

**An effective approach to recognising staff achievements at a group level**

*Elaborate on any initiatives that ensure staff achievements are recognised at a group level. This could be formal staff reviews, promotions due to excellent work, pay rises, KPI achievements etc. Explain how the employees are recognised for their efforts and the path taken to ensure retention of quality employees.*

**Ongoing staff training and development programs**

*Explain how the group ensure ongoing staff training either in-house or external. This could be general customer service training, RSA / RSG training, formal educational training and general professional development and company culture programs incorporated into the hotels. Use this section to showcase attendance of conferences, courses, webinars and other general training.*

**Environmental sustainability**

*Use this section to elaborate on how your property/s are environmentally conscious and sustainable including both staff activities undertaken as well as recycling policies, water and energy efficient fixtures, waste management efforts, packaging, resource recovery efforts and inhouse gardens.*