

1. TOURIST ATTRACTIONS & TOUR AND/OR TRANSPORT OPERATORS

This category is open to attractions of regional importance which, a) market primarily to intrastate and/or interstate visitors and b) significantly contribute to the tourism experience within their metropolitan or country region. Attractions may be developed in conjunction with a natural attraction or on their own.

This category is also open to tour and/or transport operators with fewer than 15 annual fulltime equivalent employees. It is not a transport award but does recognise a significant contribution to tourism through the provision of tour guiding services and transport services. Entrants must offer a tourism experience as a significant part of their operation.

Important notes:

- *Attractions that are not open all year round will need to explain their basis for seasonal operations.*
- *Entrants must ensure their answers refer specifically to the product and category they are entering.*
- *Entrants are encouraged to answer questions to highlight participation in tourism-related accreditation programs.*

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Question 1. Product (20 points) - FOR TOURIST ATTRACTIONS ONLY

- Describe your services and facilities. (10 points)
- What tourism experiences do you offer? (10 points)

Tips: Part b) Explain how you significantly contribute to tourism in your region.

Question 1. Product (20 points) - FOR TOUR &/OR TRANSPORT OPERATORS

- Describe the scope and components of your operations. (10 points)
- What value-added services do you offer to enhance the tourism experience? (10 points)

TIPS: Part a) could include schedules, routes, prices etc.

Part b) You should consider commentary, tourism videos, brochure distribution, guest speakers, interpretation etc.

Question 2. Business Plans (20 points)

- a) Describe the key features of your business plan for example goals, strategies and outcomes. (10points)
- b) Demonstrate your financial viability. If your business has not experienced growth, explain. (10 points)

TIPS: Part a) Explain what you were trying to achieve i.e. your business vision, how you went about it and the related outcomes.

Part b) would benefit from the inclusion of graphs illustrating income and expenditure and/or nett profit/loss for the qualifying period. This could be presented as a percentage or dollar value.

To demonstrate if your business is viable you can show:

- *An increase in average spend*
- *Reduction in loans*
- *Amount of forward bookings compared to previous year*
- *Agents/wholesalers – 3rd party referrals*
- *A percentage increase*
- *Visitation numbers (have they increased?)*

Question 3. Marketing (20 points)

- a) Describe the marketing strategies used to attract each target market and detail the success/outcomes of those strategies. (10 points)
- b) What is your distinctive difference and how do you promote it to attract each of your target markets? (10 points)

TIPS: Consider all arms of marketing (e.g. sales, advertising, public relations, word-of-mouth and e-marketing) where appropriate. Your objective should be to demonstrate a clear plan, supported by market research and the results achieved.

Part b) Consider displaying your target markets and the strategies and outcomes for each in a table format. Ideally there should be a strategy described for each target market listed.

Question 4. Customer Service and Professional Development (20 points)

- a) Explain how you achieve and maintain quality customer service throughout your organisation. (10 points)
- b) Describe the range of training/skill development programs undertaken.(10 points)

TIPS: Part a) Consider how you stay abreast of industry developments. Other points to consider could include your repeat business strategy, feedback collection and changes implemented based on feedback.

Part b) Points to consider could include the objectives of staff/self training/skill development programs, how they were measured, the extent of uptake and outcomes for the business.

Question 5: Sustainability and Innovation (20 points)

- a) Describe and demonstrate your commitment to environmental sustainability. (10points)
- b) Describe any innovations that have taken place during the qualifying period to improve your business and the specific benefits achieved. (10 points)

TIPS: Part a) This could include energy and water conservation, building design and location, waste management, recycling, tree planting, engaging environmentally sensitive procedures and accreditation programs.

Part b) Include innovations that have taken place to improve your visitor experience, infrastructure development, new marketing ideas or sales activities. Innovations do not include routine maintenance or repairs.

Total score: 100 points.