

## **8. DELUXE & HOSTED ACCOMMODATION**

**This category is open – but not limited to 4 star and above – B&B's, apartments, hotels, motels and self-catering accommodation. The focus of this award is on both the facilities and services that enhance the tourism experience.**

*Important note:*

- *As a guide, “deluxe” should be equated to the AAA Tourism 4 - 4 ½ star rating; and ‘luxury’ should be equated to the AAA Tourism 5 star rating.*

*Important reminders:*

- *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.*

### **Question 1. Product (20 points)**

- a) Detail the nature and range of accommodation you offer and the tariff structure. (10 points)
- b) What services and/or facilities do you offer to enhance the tourism experience for your guests? (10 points)

*TIPS: Part a) Consider stating where you are located geographically (perhaps include a map shot) and including a picture to help judges visualise your deluxe accommodation.*

### **Question 2. Business Plans (20 points)**

- a) Describe the key features of your business plan for example goals, strategies and outcomes. (10 points)
- 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 – 3<sup>rd</sup> party referrals*
- *A percentage increase*
- *Customer numbers (have they increased?)*

*Judges want to see that you've got plans in place (particularly if you're a new business) to ensure the continuity of your business, that you have a pipeline. That could be:*

- You have a relationship with a local Visitor Information Centre or other sources for referrals
- Repeat customers

You can also show that you've done research into things like the lifetime value of a customer.

### **Question 3. Marketing (20 points)**

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

*TIPS: Part a) 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)**

- Explain how you achieve and maintain quality customer service throughout your organisation. (10 points)
- 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) Point to consider could include the objective 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)**

- Describe and demonstrate your commitment to environmental sustainability. (10 points)
- 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 repairs and maintenance.*

**Total score: 100 points. Site Inspection further 20 points.**