

## **6. FISHING CHARTER, TOUR AND/OR TRANSPORT OPERATORS**

**This category is 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 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) Describe the scope and components of your operations. (10 points)
- b) 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. (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)**

- 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 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 in part a).*

*Part b) relates to your marketing material e.g. brochures, flyers, advertising, website etc. and keeping them up to date.*

### **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 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)**

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

**Total score: 100 points.**