

# QUEENSLAND TOP TOURISM TOWN AWARDS



## INTRODUCTION

QTIC's Top Tourism Town Awards are back in 2022 to recognise Queensland's diverse and outstanding regional destinations.

The Awards aim to recognise and reward towns that work together with their tourism operators, businesses and local community to make their destination the best it can be. The towns must offer an amazing visitor experience, demonstrate strong commitment, and encourage tourism and increased visitation.

Categories and criteria are set by the Australian Tourism Industry Council (ATIC), providing a consistent framework for the Awards nationally.

Queensland winners in each category go on to represent the state at the national awards where they have the opportunity to be named Australia's top tourism town.

## AWARD CATEGORIES

1. Top Tourism Town – those with a population over 5000
2. Top Small Tourism Town – those with a population between 5000 and 1500
3. Top Tiny Tourism Town – those with a population below 1500 (\*New category in 2022)

Census data from the ABS ([www.abs.gov.au/](http://www.abs.gov.au/)) should be used to determine population size.

## WHO CAN NOMINATE

**Please note: updates and changes have been made to the nomination criteria and judging process in 2022.**

Nominations will be accepted by accredited Visitor Information Centres and Local Councils, who are encouraged to work with their Regional Tourism Organisation, Local Tourism Organisation, or a committed group of local operators.

Nominations are open to any city or town, specifically relating to geographical towns and population centres, not Local Government Areas.

Nominations and submissions must be made via the Quality Tourism Framework website [online.qualitytourismaustralia.com](https://online.qualitytourismaustralia.com).

In the event multiple nominations are received from the same town, QTIC will advise all nominees and urge them to collaborate around their entry. QTIC will have ultimate discretion to accept only one nomination from each town.

## KEY DATES AND PROCESS

<b>Nominations Open</b> <ul style="list-style-type: none"><li>Nominations open (expression of intent to enter) via <a href="https://online.qualitytourismaustralia.com">online.qualitytourismaustralia.com</a>.</li><li>QTIC will invoice the nominee the entry fee of \$150.00 (including GST)</li></ul>	<b>Friday 4 February 2022</b>
<b>Nominations Close</b> <ul style="list-style-type: none"><li>Nominations forms must be completed by 5pm, 4 March, 2022</li></ul>	<b>Friday 4 March 2022</b>
<b>Submissions Close</b> <ul style="list-style-type: none"><li>Entries including Town Introduction, Editorial Article, Visitor Itinerary and Video can be received and uploaded via <a href="https://online.qualitytourismaustralia.com">online.qualitytourismaustralia.com</a> any time up to 5pm, 4 April 2022. An expert panel of experienced tourism professionals will review and score each entry.</li></ul>	<b>Monday 4 April 2022</b>
<b>Consumer / Public Voting Period</b> <ul style="list-style-type: none"><li>All entrants that reach a score of 75% from the judges will be deemed a finalist and proceed to the public voting component of the awards process. The public vote will be promoted broadly and hosted by Queensland Tourism Industry Council <a href="https://www.qtic.com.au">www.qtic.com.au</a></li></ul>	<b>Friday 6 May to Monday 23 May 2022</b>
<b>Queensland Winners Announced</b> <ul style="list-style-type: none"><li>Queensland winners of the 3 categories will be announced June 2022 (date and details to be determined)</li></ul>	<b>June 2022</b>

## ENTRY REQUIREMENTS

Complete a nomination form by 25 February in the Awards Portal [online.qualitytourismaustralia.com](https://online.qualitytourismaustralia.com). The nomination process takes 5 minutes and is an expression of intent to complete the submission process by 4th April.

*Please sign up for an account if you don't already have one. Please see the [Portal User Guide](#) for instructions on how to nominate and navigate the Awards Portal.*

*If you already have an account in the Quality Tourism Australia Portal your login details will remain the same. If you cannot remember your password hit 'reset password' to reset.*

When entering the Portal please click on the 'Continue to Awards' button under Australian Tourism Awards.

Please select the Award Category **Tiny Tourism Town, Small Tourism Town or Top Tourism Town** under Queensland Tourism Awards. **PLEASE NOTE:** The Top Tourism Town Awards are run separately to the Queensland Tourism Awards, they sit within the Portal together for administrative purposes only.

Cost for entry is \$150.00 (includes GST). An invoice will be automatically generated from the Awards Portal when you complete the nomination.

## SUBMISSION COMPONENTS

Entrants are required to submit the following items in the Awards Portal [online.qualitytourismaustralia.com](https://online.qualitytourismaustralia.com) by close of business, Monday 4 April 2022.

### 1) Media and Promotional (0 points)

- The name/details of the person who will accept the award at the Awards Presentation should you win the category.
- The name/details of the person who will be corresponding with the Media should you win the category.
- A 100-word description about your town which will be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.
- 2 hero images that best depict your entry (these must be no bigger than 10MB each in jpeg or PNG format - preferably 500dpi files and 1920 x 1080). \*Please note: you can upload these images at any time before you submit your entry by the submission due date.
- URL for website which features bookable attractions and accommodation for your town. The website:
  - ✓ Is a travel/tourism focused website that includes the town
  - ✓ Has the ability to display your submission itinerary and town video
  - ✓ Has an online booking functionality or link to book accommodation or tourism activities in your town

### 2) Overview and Marketing (5 points)

In these sections you will be asked to provide details about your town, including:

- 1) An overview of your town's commitment to growing tourism (200 word limit) and
- 2) What the target market is for your submission and why you have chosen this target market (300 word limit).

### 3) Editorial Article and Images (20 points)

- A short editorial article on why visitors should come to your town or city and what they could experience during their visit.
- The article must not be more than 800 words and submitted in both a word and pdf format.
- The article should be written in the style of a feature article for print or online media.
- The article must be accompanied by six high-resolution PNG images (less than 250kb).
- All images must be free of copyright.

#### 4) Video (20 points)

- Provide a link to your town 30 second – 2 minute promotional video which highlights the key attractions and experiences in the nominated town or city. A YouTube link is only acceptable if the settings allow external parties to download the video.
- The video must be in MP4 format and must be wide-screen and high-definition.
- The video must be suitable for public viewing and cannot infringe on the intellectual property, privacy, publicity, ownership or any other legal or moral rights of any third party.

#### 5) Itinerary (20 points)

- Submit an itinerary for a defined target market e.g. two adults and two children for the number of days/nights as per your category requirements:

Top Tourism Town	4 days/3 nights itinerary
Small Tourism Town	3 days/2 nights Itinerary
Tiny Tourism Town	2 days/1 night Itinerary

- Provide a compelling and enjoyable proposition that entices the reader to visit.
- Include and showcase your local and nearby attractions, experiences, accommodation and dining options, with seasonality noted, if applicable.
- Ensure the theme of the itinerary is consistent with the specific target market.
- Ensure the itinerary reflects the brand and values of your town that have been identified in the video and editorial.
- The itinerary should be achievable.
- For the purposes of judging, the itinerary is to be typed into the text box provided within the Awards Portal. Towns are encouraged to also upload a designed pdf version of the itinerary for marketing and promotional purposes. Please note the pdf will not be used in the judging process.

#### 6) ReviewPro GRI Score – Accommodation and Attractions (10 points)

In order to gain a perspective from visitors that have visited and experienced the town a consumer rating now forms a small part of the entrant's score.

A GRI is an online reputation score based on review data collected from over 175 online travel agencies.

Towns are requested to provide the name and Tripadvisor URL for accommodation and attractions as per the category requirements:

Top Tourism Town	5 accommodation providers and 5 attractions /experiences
Small Tourism Town	3 accommodation providers and 3 attractions / experiences
Tiny Tourism Town	2 accommodation providers and 2 attractions / experiences

- The consumer review scores are combined to provide a town with a GRI (Global Review Index score).

## JUDGING AND CONSUMER VOTING

A panel of judges will review the written submissions and score individually.

All entrants that reach a score of 75% from the judges will be deemed a finalist and proceed to the public voting component of the award process. Top Tourism Town public voting will be broadly promoted and hosted by the Queensland Tourism Industry Council.

The public will have the opportunity to review your submission details and vote on their favourite town.

The total score for the town will be made up of:

- 65% Town submission (Introduction, Editorial, Video and Itinerary)
- 10% ReviewPro consumer rating score
- 25% public consumer vote

The Judges will combine the submission score with the public consumer vote score and the town GRI score to determine the winner.

## PRIZES

Thank you to EarthCheck, The Tourism Group and QTIC for providing the incredible prizes offered to our winning towns. Click [here](#) for a full description of prize details.

## TOP TIPS FOR JUDGING

### GENERAL

- Your three elements (editorial, video and itinerary) must all relate back to the target market.
- The itinerary, video, editorial, photos should be aligned in theme, tone and who they are targeting.
- The judges or consumers may not know your town or city. Your editorial should be written so that judges and consumers are excited to visit your town/city.
- Do not use acronyms unless you include the full name in brackets following it.

### SUBMISSION COMPONENTS

- Introduction / Overview (5 points)
  - The town was able to demonstrate that they have a commitment to growing tourism
  - Target market is clearly identified, and rationale of target market is clear and sound
- Editorial & Photos (20 points)
  - Thought, style and theme of the writing is of high quality and in the style of a feature article.
  - Writing has been directed to the visitor
  - Theme is consistent with specified target market and the video and itinerary supplied.
  - The theme reflects the brand and values of the town
  - A compelling and enjoyable proposition for specified market
  - Photos
    - Photos are shot in a creative and interesting way to evoke an emotional response.
    - Photos and editorial are connected.

- Video (20 marks)
  - The video concept is creative and interesting to evoke an emotional response
  - Theme reflects the brand and values of the town and connects to the editorial and itinerary
  - Narrative, music and imagery are connected e.g. the story/description/voice over is connected to what is being viewed throughout the video
  - Key attractions and experiences are shown.
  - Production of the video is of high quality.
  - The town is at the centre of the concept
- Itinerary (20 marks)
  - Theme of itinerary is consistent with specified target market
  - Theme of itinerary reflects the brand and values of the town that have been identified in the video and editorial
  - The itinerary is achievable
  - A range of experiences/attractions are presented, with seasonality noted, if applicable
  - A compelling and enjoyable proposition that entices the reader to visit

## TERMS AND CONDITIONS

By entering the Top Tourism Town Awards, you authorise the use and/or reproduction of images and the 100 word description provided in relation to any editorial/advertising purposes initiated in conjunction with the awards.

Your contact details may also be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.

By ticking the terms and conditions box in the Awards Portal, you agree not to bring a claim against any Judge, or state/territory Award owner in relation to feedback on your submission.

## HALL OF FAME

The Hall of Fame is awarded to a town that has won the same category for 2 consecutive years. Hall of Fame is awarded at the state/territory and National level.

The Hall of Fame rules are:

1. Towns that are inducted into the **National** Hall of Fame are **precluded** from entering into that specific category at the state/territory level for a period of two years.
2. Towns that are inducted into the **state/territory** Hall of Fame that **do not** win Gold at the National level in the second year are **precluded** from entering into that specific category at the state/territory level for a period of two years.
3. Towns that are inducted into the **state/territory** Hall of Fame that win Gold at the National level for the first time in their second year **are eligible** to enter into the state/territory level in the following year.

## Enquiries

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