



Queensland Top Tourism Town and Top Tour Guide Awards

Entrant Guidebook 2024



Acknowledgement of Country

QTIC acknowledges the Traditional Owners and Custodians of Country throughout Queensland. We recognise those who shared stories, welcomed guests on Country, and were stewards of the earth for millennia before us, and their continued connection to land, waterways, and culture.

About the Queensland Tourism Industry Council

The Queensland Tourism Industry Council (QTIC) is Queensland's peak tourism industry body and the leading advocate for Queensland's tourism and hospitality sector. QTIC represents the interests of the state's more than 60,000 tourism businesses and more than 800 members across Queensland working in all sectors of the tourism and hospitality industry.

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2024 Awards Timeline

9am Monday 5 February	Nominations Open
5pm Friday 8 March	Nominations Close Complete a nomination online (name, details, main contact, and category choice) and make your entry fee payment.
5pm Friday 12 April	Submissions Due Submit your entry within the awards portal.
12pm Friday 10 May	Finalists Announced Entrants who receive a score of 75% or above will proceed to the public vote (for towns) and the interviews (for tour guides).
9am Wednesday 15 May - 5pm Friday 22 May	Public Voting for Towns The public vote will be promoted broadly and hosted by the Queensland Tourism Industry Council.
Mid May	Finalist Interviews for Tour Guides Finalists will have a virtual interview with the judges. They will be sent questions prior to the meeting.
Friday 7 June	Winners Announced Queensland winners of the Top Tourism Town categories, as well as Top Tour Guide will be announced at the 2024 Let's Go Queensland Caravan & Camping Supershow.

Awards Breakdown

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

Categories and criteria are set by the Australian Tourism Industry Council (ATIC), providing a consistent framework for the Awards nationally. Queensland gold winners in each category go on to represent the state at the national awards where they could be named Australia's Top Tourism Town or Guide.

1. **Top Tourism Town** – those with a population over 5000
2. **Top Small Tourism Town** – those with a population between 1500 and 5000
3. **Top Tiny Tourism Town** – those with a population below 1500

(Census data from the [Australian Bureau of Statistics](#) should be used to determine population size.)

4. **Top Tour Guide** - the nominating organisation must have, or be in the process of obtaining a QTAB Sustainable Accreditation to nominate.



2023 Top Tourism Town Winner: Caloundra

Nomination Process

Who can Nominate?

Towns: Nominations will be accepted by accredited Visitor Information Centres or Local Councils. We encourage nominees 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. QTIC will have ultimate discretion to accept only one nomination from each town.

*Brisbane is not eligible to enter the Top Tourism Town Awards.

Guides: Eligibility includes tour guides and coach captains working in the natural, cultural and heritage environments, in either a paid or volunteer capacity. Tour guides who work on multiple tours should preferably focus on one tour but can provide examples from other tours.

Nominations will only be accepted by [QTAB Sustainable accredited organisations](#). If your business is not accredited but you would like to nominate a tour guide to enter the awards, you will need to become accredited by the close of nominations date.

For more information, please contact accreditation@qtic.com.au



How to Nominate

To nominate, visit the online awards portal www.online.qualitytourismaustralia.com where you can create an account. If you have entered the awards previously, your login details will remain the same. If you need to add or update an email address linked to your company's account, please contact awards@qtic.com.au.

Entry Fee

QTIC Member	\$160.00 + GST
Non-member	\$250.00 + GST

Terms and Conditions: All withdrawals not submitted by 5pm 8 March (Nominations Closing) will not receive a refund of their nomination fee.

Hall of Fame

Towns that win gold for 3 consecutive years will be inducted into the Hall of Fame and will be precluded from entering into their specific category at the State/Territory level for a period of three years.

Judging Process

A panel of three judges will independently review the written submission and score individually. The three scores are combined and averaged to determine the submission score.

Entrants that reach a score of 75% will be deemed a finalist and progress to the public voting component for towns and the interview component for tour guides.

The public vote occurs at the State/Territory level only and is worth 25 points.



Top Tourism Town Submission Questions

Component	Points	Questions
Media and Promotional	0	<ul style="list-style-type: none"> • Details of the primary contact • 100-word description about your town (for media) • 2 hero images (please name correctly) that best depict your entry • URL for your website
Town Introduction	5	<ul style="list-style-type: none"> • Details of the town (name, region, population) (0 Points) • Please provide an overview of your towns commitment to growing tourism (2 Points) • What is your target market for your submission and why have you chosen this target market? (3 Points) <p><i>*Top tip: Your target market must be well defined (you cannot target everyone all at once – focus on a specific target group for your submission)</i></p>
Editorial Article and Images	20	<ul style="list-style-type: none"> • Please provide a short editorial style feature article on why visitors should come to your town or city and what they could experience during their visit (no more than 800 words). Please submit a text (in the portal) version of the article and an optional PDF version. (16 Points) <p><i>*Top tip: Keep in mind judges or consumers may not know your town or city. Your article should show the character of your town and make people excited to visit! Think of it as an article in a travel magazine</i></p> <ul style="list-style-type: none"> • The article must be accompanied by six high resolution PNG images (free of copyright) (4 Points) <p><i>*Top tip: Including photos featuring your stated target demographic will help you to create a strong narrative</i></p>

Video	20	<ul style="list-style-type: none"> Please provide a 1 - 2 minute promotional video which highlights the key attractions and experiences in your town. The video must be wide-screen and high-definition. Please submit using the original video file (e.g., MP4). 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. (20 Points) <p><i>*Top tip: Your video's structure/storyline should speak directly to your target market. The footage you use should tie in nicely with your editorial and itinerary, following a narrative. Show the parts of your town that make it special! (Include key attractions and experiences)</i></p>
Itinerary and GRI/ReviewPro Score	30	<ul style="list-style-type: none"> Please provide an itinerary for your defined target market including both accommodation and activities for the exact number of days/nights as per your category requirements. Please submit a text (in the portal) version of the itinerary and an optional PDF version. (20 Points) <p>Top Tourism Town: 4 days/3 nights Small Tourism Town: 3 days/2 nights Tiny Tourism Town: 2 days/1 night</p> <p><i>*Top tip: The itinerary should be enticing for your target market and should have relevant recommendations. It should also be achievable (approximate timings for activities might be a nice inclusion)</i></p> <ul style="list-style-type: none"> Please provide the name and TripAdvisor URLs for accommodation providers and attractions in your town. These will be used to determine your GRI score. (10 Points) <p>Top Tourism Town: 5 of each (accommodation/attraction) Top Small Tourism Town: 3 of each (accommodation/attraction) Top Tiny Tourism Town: 2 of each (accommodation/attraction)</p> <p><i>*Top tip: The GRI score is determined by averaging the Review Pro score of the businesses you submit. The better the online reviews, the higher score you will receive.</i></p>
Consumer Vote	25	<ul style="list-style-type: none"> QTIC will organise a consumer vote where members of the public can vote for one town in each category (top, small and tiny). This score is used at a state level only and not at nationals. (25 Points)

Top Tour Guide Submission Questions

Overall, the submission is limited to **8000 words**. Entrants who score at least 75% on their submission will be deemed finalists and will be required to have a 30-minute interview with the panel of judges. Interview questions will be supplied to the entrant prior to the interview.

Component	Points	Questions
Media and Promotional	0	<ul style="list-style-type: none"> • Details of the tour guide • 100-word description about the tour guide • 2 hero images and 3 supporting images
Overview	0	<ul style="list-style-type: none"> • Provide a brief history of your career in tour guiding, highlighting your outstanding attributes that enhance your guiding. • Include a brief description of your current employment/volunteer work.
Tour Plan	30	<p>With reference to a recent tour you have developed and delivered:</p> <ul style="list-style-type: none"> • Give details about the tour; include information such as: type of tour, group size, location, duration, frequency and the involvement of other people. (10 Points) • Give details of the objectives of the tour; what is the target audience and what messages and stories you use to create the visitor experience. (20 Points)
Tour Delivery	30	<ul style="list-style-type: none"> • Give details of any innovations in design and presentation techniques that you use to create a special, distinctive and memorable experience for clients. (15 Points) • Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural; social; or environmental; approaches. (15 Points)
Customer Service	30	<ul style="list-style-type: none"> • Explain how you evaluate and ensure a standard of quality in your customer service. Provide evidence of customer satisfaction e.g. letters of appreciation, visitor book comments, surveys etc. (10 Points) • Discuss the kind of changes / improvements you have made to your tour, as a result of this feedback. (10 Points) • How do you identify and provide for people with special needs? (specific needs could include language, physical, intellectual) (10 Points)
Skills	10	<ul style="list-style-type: none"> • How do you continue to improve your guiding knowledge and skills? (10 Points)

FAQ's

How do I become a QTIC member to receive the member price nomination fee?

To become a [QTIC member](#), please reach out to memberships@qtic.com.au

My Town does not have a Visitor Information Centre - How can I nominate?

A Visitor Centre may nominate multiple towns within its catchment should a nearby town not have a traditional Visitor Centre.

How do I vote when the public voting opens?

The public vote will be run through the QTIC website. Promotional material (links QR codes etc) will be provided to town finalists before the public voting opens.

How is the ReviewPro/GRI score calculated?

ReviewPro is an online reputation management platform that aggregates online reviews from over 175 online travel agencies (OTAs) and review sites and in more than 45+ languages into one easy to use platform. The industry-standard Global Review Index (GRI) is an online reputation score available exclusively to ReviewPro, which is used by thousands of businesses worldwide as a benchmark for reputation management efforts.

Have more questions?

Please contact the awards team at awards@qtic.com.au.

