

# Important Updates and Changes



## 2020 TOURISM AWARDS UPDATE

The Queensland Tourism Awards' categories and criteria (1-26) are set by the Australian Tourism Industry Council (ATIC) as part of the Quality Tourism Framework (QTF).

The Australian Tourism Industry Council has continued to review and update the awards program to remain relevant and contemporary.

In recent years changes have included moving from a PDF submission process to an online submission, creating a more standardised entry process and setting a minimum standard for all businesses to ensure we retain the integrity of the awards.

We have continued to receive constructive feedback on the awards program which we have taken on board as we review and improve the awards process.

The purpose of the Australian and Queensland Tourism Awards is to recognise those businesses who exemplify quality tourism. These businesses provide leadership in the delivery of quality visitor experience and who advance and promote the Australian tourism industry through consistent customer service and quality experiences to all.

Therefore, recent developments have paid particular attention to the questions for submission to ensure these can clearly enlighten judges on the visitor experience offered, whilst removing duplicity and ambiguity.

The following provides an overview of changes made for 2020.

### Questions

Most categories will have a revised question set which focuses on five key areas:

- Introduction
- Business Development
- Marketing
- Customer Experience
- Responsible Tourism

In addition, the following categories have an updated set of questions that are specific to the individual category:

- Aboriginal and Torres Strait Islander Tourism
- Cultural Tourism
- Tourism Marketing & Campaigns
- Ecotourism
- Festivals and Events (inc. Major)
- Major Festivals and Events
- New Tourism Business

### **Word Count**

Whilst we understand that the submission process for the awards can take some time to prepare, we believe that sufficient space to adequately respond to the questions must be provided. Therefore, we have made an adjustment to the overall word count, this has been amended across categories 1 to 25 to a maximum word count of 10,000.

Businesses are reminded that they can be disqualified if they exceed the maximum word count and should ensure they are within the word count limit prior to submitting.

### **Categories**

As a part of the review for 2020 the participation in various categories were examined and the following changes were determined to more adequately reflect the entrants to the category:

- 'Specialised Tourism Services' will be renamed 'Tourism Retail & Hire Services'
- 'Destination Marketing' will be renamed 'Tourism Marketing & Campaigns'
- 'Standard Accommodation' will be renamed '3-3.5 Star Accommodation'
- 'Deluxe Accommodation' will be renamed '4-4.5 Deluxe Star Accommodation'
- 'Luxury Accommodation' will be renamed '5 Star Luxury Accommodation'

### **Online Review**

As a businesses' digital/online presence is a significant factor to their overall business success and an important consumer touch point we have introduced an 'Online Review'. This will review the entrant's website, social media channels, search engine optimisation and external listing sources and will contribute a total score out of 5 to the overall score.

### **Highly Commended**

We believe that businesses that have scored highly in the judging process, but did not receive top honours should still be able to proudly share their achievements. Therefore, this year we have introduced recognition for 'Highly Commended' businesses. Any business that achieves an overall score of 80% or higher at the State/Territory awards level, will be provided with Highly Commended logo that they can use to promote their achievements.

### **ReviewPro**

Awards nominees will now have access to a ReviewPro account, via the online system. For 2020 your ReviewPro rating will not impact your score, however entrants are advised to become familiar with the program. It is anticipated that in 2021 a consumer review score will form part of an entrants overall score, which will be captured via ReviewPro.