



PRIZE FOR INNOVATION IN TOURISM



"The QTIC Prize for Innovation in Tourism provides an opportunity for Queensland tourism businesses to be publicly acknowledged for their dedication to develop products, services or processes designed to drive the industry forward."

Daniel Gschwind
QTIC Chief Executive

Your tourism innovation could be:

- a new or enhanced product or service;
- a new or enhanced operational process; or
- a new or enhanced organisational or managerial process.

Why enter?

Entering the QTIC Prize for Innovation in Tourism provides a fantastic opportunity to raise your business profile, open doors and gain feedback from industry leaders.

The Prize!

Thanks to the Queensland Government, the 'Prize for Innovation' winner will receive a \$30,000 prize package which includes:

- a business review with experts in strategy, branding and design innovation;
- a fitness report on outcomes of the review and recommendations for future business improvements;
- action planning to prioritise critical business issues identified in the fitness report; and
- mentoring sessions with a professional expert in strategy, branding or design innovation.

- 11 June 2018: nominations open
- 31 August 2018: submissions close
- 27 September 2018: Winners announced at QTIC's World Tourism Day Networking Event

To nominate visit:
qtic.com.au/innovation



Queensland
Government



Newbook eManagement Technology

The Winner of the 2016 QTIC Prize for Innovation in Tourism was Newbook eManagement Technology.

Newbook eManagement Technology was recognised for its Interactive SMS system that places tourism operators at the forefront of a global industry with access to technology and innovative features.

Q&A with Brad Illich – Newbook Founder & CEO:

What has winning the award meant to your business?

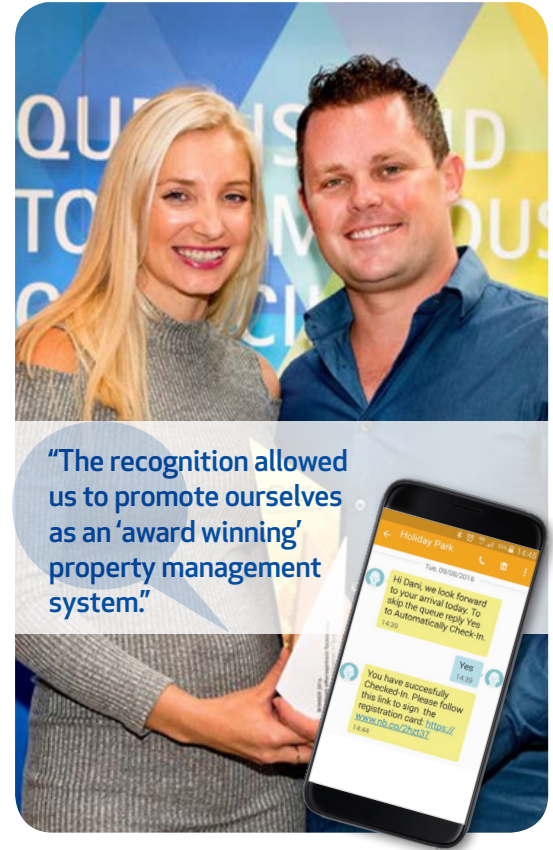
Winning the QTIC Innovation Award meant recognition of our efforts over the last 6 years to build an innovative tourism industry business that is leading the way internationally. The recognition allowed us to promote ourselves as an “award winning” property management system, strengthening trust with our prospective clients.

What has your business done since winning the award?

We have completely redesigned our business model. Our mentors analysed our business, found road blocks and encouraged us to make the hard decisions required to enter the next growth phase of our company.

What does innovation mean to you and your business?

To us, innovation means finding new ways to engage with clients, constantly evolve our business and exceed our customers expectations. **Engage, Evolve, Exceed!**



Riverlife (Brisbane)

Since winning the award in 2014, Riverlife's John Sharpe has been the face of innovation in the industry with his ethos "innovation drives growth and relevance". It's an ethos he is sharing with many other Queensland tourism businesses.

John used the massive growth in the cruising industry to present some innovative ideas to the Carnival Australia CEO & Executive Team, including a new concept that would significantly improve their product offering.

Aligned with his goal to entice the world's leading cruise provider to showcase Moreton Island as their hottest destination and accept his freshly designed experiences for this market including cruise ship abseiling.

These innovations have resulted in increased visitation, longer stays and improved employment, impacting positively on economic growth for the state.



QTIC Prize For Innovation – 2017 Finalists

- Australian Age of Dinosaurs
- Australian Tourism Data Warehouse
- Bookeasy
- Capricorn Caves
- Cumberland Yacht Charters
- Customer Frame
- Directors of Extraordinary
- Paronella Park
- Prestige Day Tours
- Pumpkin Island
- Student Horizons
- The Bundaberg Rum Visitor Experience



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