Queensland Top Tourism Town and Top Tour Guide Awards

2025 Entrant Guidebook

Contents

2025 Awards Timeline

10am Monday 10 February	**Nominations Open**
5pm Monday 10 March	**Nominations Close** Complete a nomination online (name, contact, category, details) and make your entry fee payment.
5pm Thursday 10 April	**Submissions Due** Submit your entry in the awards portal.
Thursday 8 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).
12pm Monday 12 May - 5pm Thursday 22 May (10 days)	**Public Vote (For Towns)** All finalist towns will be sent a voting kit with a QR code to the voting page hosted on the QTIC website.
Mid May	**Finalist Interviews (For Guides)** All finalist guides will take part in a virtual interview with our panel of judges. All questions will be sent prior for any preparation.
Mid June	**Winners Announced** Queensland winners of the Top Tourism Town categories and Top Tour Guide category will be announced.

Awards Overview and Categories

The Awards aim to recognise and showcase 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.

Categories:

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.
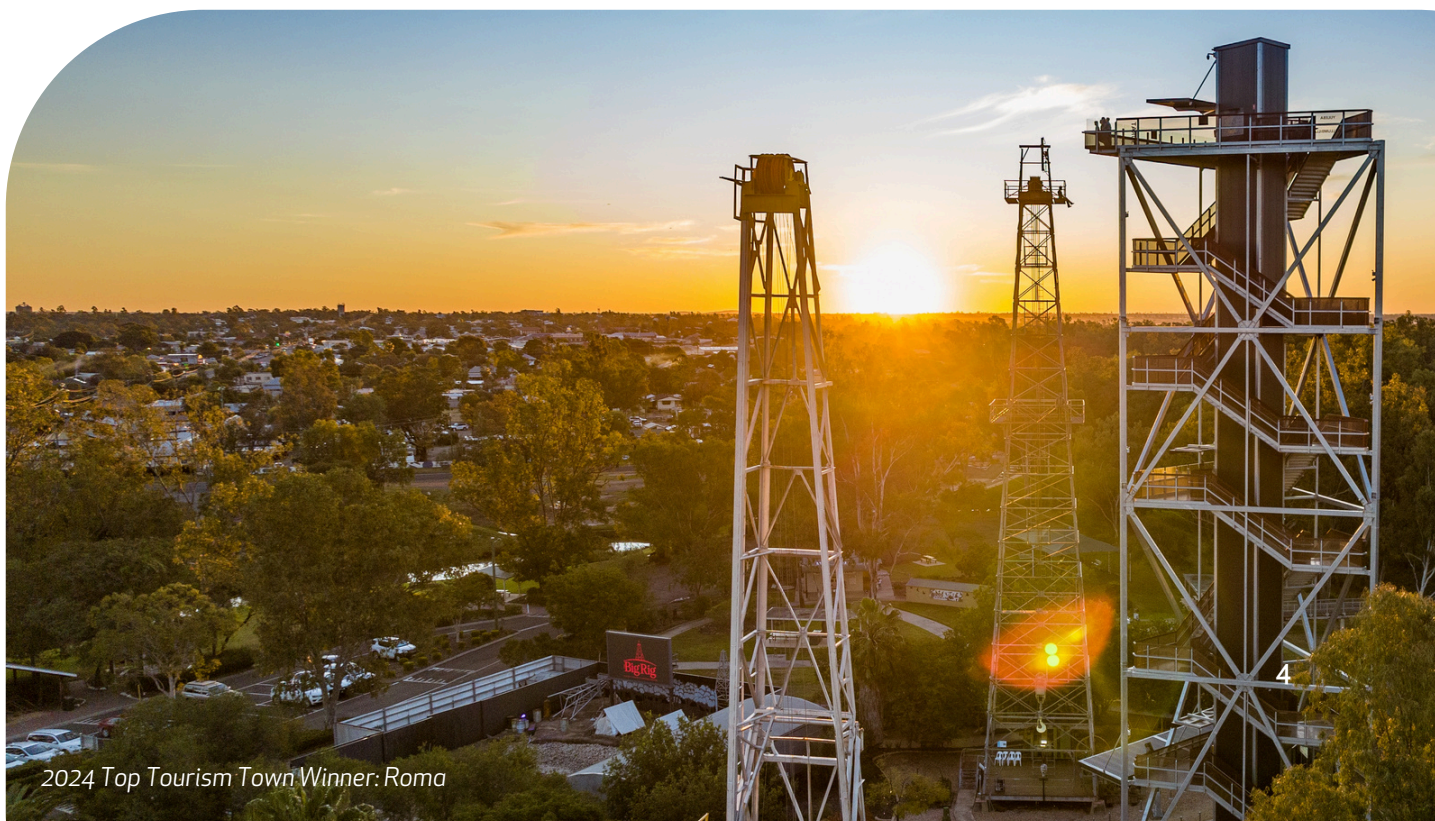
2024 Top Tourism Town Winner: Roma

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. Nominations will only be accepted by QTAB Sustainable accredited organsiations. 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.

How to Nominate:

To nominate, visit the online awards portal https://atic.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: $199 incl. gst
QTIC Non-Member: $398 incl. gst

Terms and Conditions: All withdrawals not submitted by 5pm 10 March (Nominations Closing) will not receive a refund of their nomination fee.

Finalists

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 10 points.

Hall of Fame

The Hall of Fame is awarded to a town that has won the same category over three consecutive years. If a town is inducted into the National Hall of Fame in the Top Tourism Town Awards, they are precluded from entering at a state/territory level for a period of two years in the Top Tourism Town Awards.

2024 Top Small Tourism Town Winner: Airlie Beach

Top Tourism Town Submission

Component	Points	Questions
Media and Promotional	0	• The name/details of the person who will accept the awards 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 separate 100-word description about your town for promotional purposes. • Two hero images (please name correctly) that best depict your entry and will be used for media and promotional purposes (no bigger than 10MB each in jpeg or png format - preferably 500dpi files and 1920 x 1080
Town Introduction	10	• Provide details of the town (name, region, population) • Provide a 400-word overview of the town's commitment to tourism *(5 points)* • Provide a 400-word description of the town's chosen target market for the submission and justification of why this target market was chosen. *(5 points)* *Judges are looking for:* **The town is 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 Article and Images	20	• Provide a short editorial style feature article on why visitors should visit 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 a PDF version. *(16 Points)* *Judges are looking for:* **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* • The article must be accompanied by six high resolution PNG images (free of copyright) *(4 Points)* *Judges are looking for:* **Photos are shot in a creative and interesting way to evoke an emotional response.* **Photos and editorial are connected.* **Are of a semi-professional standard*

Video	**20**	• Provide a 30 sec - 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 the original video file (e.g., MP4) as well as a YouTube link. 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) *Judges are looking for:* **The video concept is creative and evokes an emotional response* **The video connects to the editorial and itinerary* **The video speaks to the target market & reflects the town values* **Narrative 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	**10**	• 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 <u>and</u> PDF version. (20 Points) • **Top Tourism Town: 4 days/3 nights** • **Small Tourism Town: 3 days/2 nights** • **Tiny Tourism Town: 2 days/1 night** *Judges are looking for:* **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*
GRI Score	**20**	• Please provide the name and TripAdvisor URLs for the accommodation and attractions in your town. (20 Points) • **Top Towns – 5 of each (accommodation/attraction)** • **Small Towns – 3 of each (accommodation/attraction)** • **Tiny Towns – 2 of each (accommodation/attraction)** *The scores for the experiences and accommodation are combined and averaged to provide a town GRI. You must have approval from each accommodation/attraction for us to create a ReviewPro account and access the GRI scores.*
Consumer Vote	**10**	• 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. (10 Points)

Top Tour Guide Submission

Word Count: Max 5000 Words

Component	Points	Questions
Overview of Nominee	0	• 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 of Nominee	15 (1500 words)	In reference to a tour you have recently delivered: • Give details about the tour; include information such as: type of tour, group size, location, duration, frequency your involvement in its design and the involvement of other people (5 Marks) • 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 (10 Marks)
Tour Delivery of Nominee	15 (1500 words)	• Give details of any innovations in design and presentation techniques that you use to create a special, distinctive and memorable experience for clients (7 Marks) • Give examples of how your tour promotes sustainability, with a focus on at least two of: cultural, social, or environmental approaches (8 Marks)
Evaluation & Customer Service	15 (1500 words)	• Explain how you evaluate and ensure a standard of quality in the customer service you, personally, provide. Provide evidence of customer satisfaction e.g. online reviews, social media comments, letters of appreciation, visitor book comments, surveys etc. (5 marks) • Discuss the kind of changes/improvements you have made to the way you deliver the tour experience on listening to this feedback (5 marks) • How do you identify and cater to people with specific needs? (specific needs could include language, culture, physical, cognitive, amongst others) (5 marks)
Improving Skills	5 (500 words)	• How do you continue to improve your guiding knowledge and skills? (5 marks)

A panel of three judges will review the written submission and score individually. Entrants who score a minimum of 75% on their submission will be deemed a finalist and will move on to the interview portion. Interview questions will be supplied to the entrant prior to the interview.

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. The industry-standard Global Review Index (GRI) is an online reputation score, which takes online reviews and gives a business a score out of 100.

Have more questions?

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