

Category 24: New Tourism Business

This category recognises new tourism businesses that have commenced trading, visitation, or service delivery during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services.

Existing tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

Business Impact Summary (0 marks)

Please provide the judges with an understanding of any impact to the business's situation resulting from natural, national and/or world events during the qualifying period. E.g., natural disasters (fire/flood), pandemic.

NOTE: This response does not contribute to the overall score but provide a clearer picture for judges to understand what the business has been able to achieve. This is factual information only, allowing you to tell the business story in the subsequent questions.

NOTE: If no impact to the business has occurred in the qualifying period, this question does not need to be answered.

Bullet points are recommended. The response should be short and sharp. **(Max 250 words overall)**

List any issues that have had a significant impact on the business during the qualifying period (1 July 2022 – 30 June 2023).

Include the following information:

- What the event/situation was (fire, flood, business restrictions).
- How it impacted the business (e.g., closure of business, staff shortages, stock levels, cash flow).
- The severity of the impact.
- For what period (e.g., how many months within the qualifying period).

1. Introduction (15 marks)

A. Please provide an overview of the tourism products/experiences/services including the nature and history of the business. 7 marks

Take the judge on a journey of the business product/service; how and when it began, where the business is located or services provided, who works in the business etc.

What are the products/experience/service on offer to visitors?

The judges may not be familiar with the business – your submission may be judged nationally and could have judges that are not from your state/territory. Therefore, explain everything from the ground up.

Highlight the business' points of difference and what makes it stand out from others (its unique selling points). Consider the amenities, products, services, or facilities that enhance visitor satisfaction.

This is where the judges (and auditors) will gain an understanding of how the business fits into the category; therefore, it is important to clearly demonstrate its eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.

B. Outline the key features of your business plan. 4 marks

Provide an overview of the key features of your business plan. This should include the overall vision of the business and its main goals, strategies.

Provide insight as to the rationale for these goals/strategies.

This will assist the judge to understand how business development (Q2) and marketing efforts (Q3) align with the business's overall strategies.

C. How does the business demonstrate tourism excellence? 4 marks

Demonstrate the business' commitment to tourism excellence by explaining the values and philosophy of the business. How does the business go above and beyond to provide an exceptional visitor experience?

This should be reflected in the business' policies and procedures, how staff are inducted, incentivised and/or trained – so include details of these to show the business commitment to excellence.

To date, how has the business been actively involved with and contributed to the tourism industry (locally, regionally, and nationally) through both business and personal participation?

Tourism excellence can also be demonstrated by listing any awards won and accreditations held.

D. Please upload evidence of commencement date e.g., certificate of registration. 0 marks

IMAGES

Attach a minimum of two graphics throughout Question 1. (accurately named) to support and enhance the response. For example, a map of where you are located, images of the product/service and any specific facilities/amenities/services you have highlighted in your response, a collage of the accreditation programs you participate in and/or any award achievements.

2. Business Development (30 marks)

A. Describe the rationale behind the development of this new business. 10 marks

Take the judges on a journey of how the business product/service was developed.

Provide judges with an understanding of why you developed the business and how the development/creation of this business supports the growth and development of the local, regional, and state tourism industry.

Include what research was used to determine the feasibility for this development. You should consider all types of research undertaken, such as surveys, interviews, case studies, data collection/analysis, etc.

The judges are looking for a well-considered concept that can clearly demonstrate that appropriate planning and research was undertaken to meet the needs of the industry and visitors.

B. What innovative strategies and plans were put in place to enable business success? What outcomes have been achieved to date? 10 marks

The judges are seeking to understand the planning process of the development of the product/experience/service. In the previous question you would have outlined the planning and rationale in the development of the business concept. This question seeks to understand the strategies developed to achieve success now that the product/experience/service is operational, for example; developed value-add packages, undertook export ready training, adopted technologies to sell, analyse and/or administer the product/experience.

For each strategy/plan outlined, you should detail the research, planning, implementation, and outcomes that have been achieved.

If the anticipated outcomes were not reached, acknowledge this, and provide the judge with insight as to why. How did the business respond?

If the outcomes are still pending, provide what data is available and what the forecasted results may be.

C. Describe the main risks in establishing your new tourism business and the risk mitigation measures implemented to minimise these. 10 marks

The judges are looking for thorough consideration made to the risks associated in opening a new tourism business.

You should clearly outline the risks identified throughout the development, the strategies that were put in place to reduce the risk and, where able, detail the outcome of these.

Consider all aspects of business risk including start up risks. However, the focus is not on risk obligations e.g., workplace health and safety, but on how the business considered the risks associated with the development of a new business.

IMAGES

Attach a minimum of two graphics throughout Question 2. to support and enhance your response. For example, a chart that illustrates any data provided with the question response.

3. Marketing (20 marks)

A. Outline the target market/s for your new business and why this market was chosen. 5 marks

This question is looking to understand who the target market/s are, and the rationale for this decision.

You should outline who the marketing is aimed towards and demonstrate a clear understanding of this market.

Consider, for example, who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product meets their expectations.

Identify how the target market/s are right for the business. E.g., what research have you conducted or used to determine your target customer?

B. What marketing strategies were used to differentiate the business and attract its target markets and why were these chosen? 10 marks

This question is looking for a clear understanding of how the business is marketing to its target market and the rationale for choosing these marketing strategies used.

Outline the marketing strategies identified for the business. Demonstrate how these marketing strategies were formulated by outlining the research undertaken and how the strategies align with the target markets attributes as well as, where able, with local, regional, or state marketing plans.

How do the marketing strategies align with the Business Plan as outlined in Question 1.B?

Then, describe the tactics used to achieve these strategies.

What has been done differently to attract or maintain customers within the qualifying period? Consider, for example, social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns and relationship marketing. Outline what channels were chosen and why they would be the best fit for the targeted audience?

If you worked in partnership to deliver the marketing strategies, include the motivation for working with those partners.

C. What was the result of these marketing strategies? 5 marks

Detail how these marketing strategies identified in Q3.B have been successful.

Outline what measures are in place to track the success of these marketing strategies.

Use metrics to measure the outcomes and consider areas such as media coverage, social media engagement, increased web traffic and increased bookings.

If providing a snapshot of data within your image allocation, ensure you provide an analysis and/or interpretation of this, rather than leaving it to the judges to decipher.

If the anticipated outcomes were not reached, acknowledge this, and provide the judge with insight as to why. How did the business respond?

If the outcomes are still pending, provide what data is available and what the forecasted results may be.

IMAGES

Attach a minimum of two graphics throughout Question 3. to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

4. Customer Experience (15 marks)

A. How does the business provide quality customer service pre, post and during the visitor experience? 7 marks

This question requires you to outline the practices put in place to ensure the delivery of high-quality customer service throughout the visitor experience journey.

Outline how the business is committed to quality customer service throughout all areas of the business. This could include areas such as staff training, service principles and policies and staff reward systems.

Consider all points of customer engagement e.g., email, phone, guest greetings/welcome and interaction before, during and after the experience.

Ensure you consider all touch points of the visitor journey pre, post and during the visitor experience.

For those businesses that had significant disruption during the qualifying period, consider how you provide quality customer experiences in the alternative ways in which you operated, such as changed opening times, restricted access to business, kept customers informed during closures etc.

B. How does the business monitor and assess customer satisfaction to improve the visitor experience? 4 marks

Describe how the business monitors and assesses customer satisfaction to ensure continued quality delivery. For example, feedback forms, monitoring social media, blogs and mystery shoppers.

Consider how feedback is actively encouraged and how feedback is used to improve the visitor experience.

Provide a case study/example where a change has been implemented based on customer feedback and/or testimonials that further demonstrate outcomes of quality customer experiences.

C. Describe the inclusive practices integrated across the business. 4 marks

As a part of the delivery of quality customer experiences, demonstrate how the business considers the specific needs of a diverse community.

Provide examples of how the business has made the product/service inclusive or accessible to specific individuals/groups that may have faced barriers to participation previously.

Barriers to participation could include, but are not limited to, cultural reasons, language, physical constraints, intellectual capability, cognitive constraints, dietary requirements, or other specific needs groups e.g., LGBTQIA+.

Explain the outcomes achieved from making the product/service inclusive or accessible to specific individuals/groups. Include a case study to support your answer.

Refer back to the business' target markets – consider each market and what specific products/services are offered to those guests to accommodate their needs.

IMAGES

Attach a minimum of two graphics throughout Question 4. to support and enhance your response. For example, staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.

5. Responsible Tourism (10 marks)

A. Demonstrate how the business has been developed to make a positive impact through being environmentally, socially, economically, and ethically responsible. 10 marks

This question requires you to consider how the business has made a positive impact on the local and/or broader community.

For example;

- Environmental
 - How has the business been developed to minimise its impact on the environment e.g., water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, refuse initiatives in place, noise cancellation, wildlife destruction/interruption measures in place.
 - The inclusion of actual measurement data including the amounts saved/reduced in comparison to the previous year (or multiple years if you have good records) will enhance the response.
- Social
 - What strategies are in place for the business to support the local community e.g., supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, supporting local talent, school education and involvement, work experience, support of community fundraising.
- Economic
 - What strategies are in place for the business to support the local economy e.g., local purchasing, creating job opportunities, promotion of local businesses, support of community funding initiatives, understanding of spend by the business' customers to the region/community.
 - Where able, use metric examples to demonstrate the contribution made. For example, "75% of all our expenses were spent in X region."
- Ethical
 - How has the business considered its ethical responsibilities throughout its development e.g., through its engagement and representation of Aboriginal and Torres Strait Islander people, cultural or historical representation, animal welfare, restoration.

For all examples, ensure that you outline how a positive impact has been made.

IMAGES

Attach a minimum of two graphics throughout Question 5. to support and enhance your response. For example, certificates of appreciation from community groups, signage demonstrating environmental sustainability measures, participation in community activities.

Submission Score /90

Online review /10