

How to Generate a Town Consumer Rating

Background Information

As part of your hello SA Top Tourism Town Awards 2025 national entry, 20% of your overall score will be determined by a town consumer rating score. This score is derived from [ReviewPro](#), a reputation management system which collates online reviews about businesses from 175 websites into a streamlined dashboard. A Global Review Index (GRI) score generated by ReviewPro is an online reputation score calculated by averaging all reviews received by a business within a certain time frame.

Determining a Town Consumer Rating

A town consumer rating is calculated by TiCSA by averaging the GRIs of multiple businesses within your town. These businesses are to be selected the Visitor Information Centre or Local Council that is nominating the town. Below are some important notes for calculating a town consumer rating:

- Provide **the name and review site URL** for the accommodation and attractions. These will be used to determine **your town GRI score**. The review site should **preferably be TripAdvisor, but can also be Expedia or Booking.com**.
 - Top Towns – 5 of each (5 x accommodation, 5 x attraction)
 - Small Towns – 3 of each (3 x accommodation, 3 x attraction)
 - Tiny Towns – 2 of each (2 x accommodation, 2 x attraction)

^The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI. Refer email templates available in this document.

- If the business is already a Quality Tourism Accredited TiCSA member, then they may already have a ReviewPro account. If they are not, an account will be created.
- TiCSA will create a Reviewpro account for businesses **free of charge**. No details are required except for the review site URL.
- Please note that a business must have collected at least 25 reviews across all review platforms that they are listed on during the **awards qualifying of 30 April 2024-30 April 2025**. Please check their online review sites to gauge how many reviews they have collected in the qualifying period or ask Ella for assistance determining which businesses to choose for this component.
- At the conclusion of the awards program, Reviewpro accounts that were created for non-accredited businesses will be deleted. If a business would like to keep their Reviewpro account valued over \$1,500, they will need to become a [Quality Tourism Accredited Business](#) through TiCSA.

Correspondence and Enquiries:

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Email Template

Good morning,

I am reaching out to see if **[business name]** would be interested in being part of our hello SA Top Tourism Town Awards 2025 entry for **[town name]** in the **[Top/Small/Tiny Tourism Town]** category.

The hello SA Top Tourism Town Awards are delivered by [TiCSA](#) and recognise towns that offer amazing visitor experiences and demonstrate a strong commitment to encouraging tourism and increasing visitation.

A **town consumer rating score** is worth 10% of our submission. This score is calculated based on the reviews of **[X]** selected accommodation businesses and **[X]** selected attractions in our town.

Once selected, a [ReviewPro](#) account will be created for each business. ReviewPro is an online reputation management platform that collates reviews of a business from over 175 websites into a streamlined dashboard. The average score of your reviews will be used, along with the other selected businesses to calculate **[town name]'s** consumer rating score.

All that is required from you is a TripAdvisor or Booking.com URL link for your business. There will be no cost involved, and the account will only exist for the duration of the hello SA Top Tourism Town Awards (until 13 June 2025). No login details or personal information will be needed or accessed.

We believe your business would be a great representation of our town's commitment to tourism and would appreciate your participation and support for **[town name]'s** entry into the hello SA Top Tourism Town Awards 2025 program!

Please let us know if you would like to be involved. If you have any questions, please don't hesitate to ask.

Kind regards,