Australian Tourism Awards

09. Visitor Information Services

CATEGORY QUESTIONS & CRITERIA

1/3/2026

2026 South Australian Tourism Awards

TiCSA TOURISM INDUSTRY COUNCIL

DESCRIPTOR

This category recognises the consistent delivery of high quality and face to face information services to visitors. This category is open to Visitor Information Centres/Tourist Offices, Local Tourist Associations and Regional Tourism Organisations.

Prerequisite to enter

- The business must be able to demonstrate that they meet base business operating standards. This can be done by either:
    a) Holding current Sustainable Tourism Accreditation through the Quality Tourism Framework.
    b) Completing the Business Standards within their awards submission online.
- The business must be able to demonstrate that they meet the standards of Visitor Information Centre accreditation by either:
    a) Holding current VIC accreditation through the Quality Tourism Framework.
    b) Completing the Business Standards within their awards submission online.

WORD COUNT

Word Count Minimum of 4000 words, maximum of 7500 words

IMAGE COUNT

Maximum 30 images.

QUALIFYING PERIOD

The Qualifying Period is 1 July 2025 to 30 June 2026.

SCORE SUMMARY

Submission Score	120 points
Digital Review Score	20 points
Consumer Rating	5 points
Site Visit	0 points
TOTAL	**145 points**

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	**15 POINTS**
• Question 1.1	(10 points)
• Statement of Achievement	(5 points)
SECTION 2. VISITOR INFORMATION SERVICING	**30 POINTS**
• Question 2.1	(15 points)
• Question 2.2	(15 points)
SECTION 3. EXCELLENCE IN MARKETING	**35 POINTS**
• Question 3.1	(10 points)
• Question 3.2	(10 points)
• Question 3.3	(15 points)
SECTION 4. EXCELLENCE IN CUSTOMER SERVICE	**20 POINTS**
• Question 4.1	(15 points)
• Question 4.2	(5 points)
SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS	**20 POINTS**
• Responsible Tourism and Sustainability Achievements.	(5 points)
• Question 5.1	(15 points)
SECTION 6. FINAL REMARKS	**0 POINTS**
• Final Remarks	(0 points)

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF BUSINESS

Question 1.1 A. Provide an overview of the business.
B. Provide visual evidence to support your answer.

Statement of Achievement

SECTION 2. VISITOR INFORMATION SERVICING

Question 2.1. A. Detail 2-5 initiatives the visitor information service implemented during the qualifying period that enhanced visitors access to information on the region. These may be new initiatives or improvements to existing practices.
B. Provide visual evidence to support your answer.

Question 2.2 A. Detail 2-5 improvements have been made to the visitor information services during the qualifying period?
B. Provide visual evidence to support your answer.

Last updated: 1/3/2026

SECTION 3. EXCELLENCE IN MARKETING

Question 3.1. A. Provide an overview of the visitor information service's main 2-3 target markets.
B. Provide visual evidence to support your answer.

Question 3.2. A. Identify how the visitor information service aligns its marketing strategies with local, regional or state destination/marketing plans.
B. Provide visual evidence to support your answer.

Question 3.3. A. Detail 2-5 marketing strategies undertaken by the visitor information service during the qualifying period. These may be new or ongoing strategies, but only activities/tactics and outcomes achieved during the qualifying period should be included.
B. Provide visual evidence to support your answer.

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE

Question 4.1 A. Describe 2-5 customer service initiatives that have been implemented to support staff and volunteers in the delivery of high-quality, consistent visitor experience. This may be new initiatives or improvements to existing practices from across the stages of the visitor journey. Only activities and outcomes from the qualifying period should be included.
B. Provide visual evidence to support your answer.

Question 4.2 A. How has the visitor information service demonstrated itself to be inclusive throughout the qualifying period? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the qualifying period should be included.
B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS

Responsible Tourism and Sustainability Achievements.

Question 5.1 A. Detail 2-5 responsible and sustainable business practices undertaken by the visitor information service during the qualifying period. These may be new practices or

improvements to existing practices. Only activities and outcomes from the qualifying period should be included.
B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks

RESPONSE GUIDE

SECTION 1. OVERVIEW OF BUSINESS	15 POINTS
Question 1.1	**10 POINTS**

Question 1.1.A Provide an overview of the business.

(text box response)

Response Guidance

Provide a clear and concise description of the business and the product/service/visitor experience it provides.

Include the vision and the values of the business to help set the scene for later questions.

Assume the judge has no prior knowledge of the business, so take them on a journey of how and when it began, where the business is located or where the services are provided, who works in the business, etc.

As the judges may not be familiar with the business – and your submission may be judged nationally by judges that are not from your state/territory, explain everything from the ground up including;

- *History*
- *Size/scale of business*
- *Business structure*
- *Location/Map*
- *Involvement in tourism industry.*

Clearly demonstrate your eligibility by aligning with the category criteria to ensure there is no misunderstanding as to why you have entered this category. The judges (and auditors) need to understand how the business fits into the category; therefore, be sure to include a clear explanation.

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

Question 1.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q1.1.A Examples of the type of evidence you can include are:

- *Images of staff, services, experiences, buildings, room types etc.*
- *Map of location of business, route etc.*

This is an opportunity to show each of the products or services that are on offer.

Do not include any documents (plans, procedures, policies etc.).

Statement of Achievement **5 points**

Automatic Listing of Quality Tourism programs or business tools the business has completed/renewed in the qualifying period.

- Quality Tourism Accredited
- Sustainable Tourism Accredited
- International Ready Accredited
- EcoStar Accredited
- Accessible Tourism Program

- Accessible Tourism Accredited
- Tourism Emissions Reduction Commitment Program (minimum of Level 3)
- Star Rated
- Online Trade Distribution Program
- International Trade Distribution Program
- Risk Management Tool
- Business Continuity Tool
- Connecting to Culture Tool
- Marine Tourism Accredited
- Camp and Adventure Activity Accredited
- VIC Accreditation

If any of these programs or business tools are completed prior to the end of the qualifying period this will be automatically reflected in your Statement of Achievement.

SECTION 2. VISITOR INFORMATION SERVICING	**30 POINTS**
Question 2.1.	**15 points**

Question 2.1.A Detail 2-5 initiatives the visitor information service implemented during the qualifying period that enhanced visitors' access to information on the region. These may be new initiatives or improvements to existing practices.

Provide a short overview of the business approach towards visitor information sharing.

EXAMPLE

Initiative 1.: **_____**

Name the initiatives that the visitor information service has in place that enhance the visitor's access to information of the region. Keep this response here to one sentence, providing a basic introduction only.

Overview	*Provide an overview of the purpose of the initiative and its contribution to meeting the visitor information needs.*
Rationale and Research	*Provide the rationale and research into the initiative.*
Collaboration	*Outline the collaboration taken to ensure the initiative enhances the overall visitor experience in its region.*
Goals and Outcomes	*What outcomes have been achieved and how do you measure the success of these initiatives?*

Response Guidance

Provide between 2-5 examples.

(?) Overview

The judges are looking for a clear overview of what was implemented or improved to support visitors in their information needs.

Consider the initiatives undertaken at each step in the visitor journey - dreaming, planning, etc., and which have had the most impact.

In your response, specify at what time of the visitor journey the initiative takes place - dreaming, planning, booking, experiencing or post experience stages of the visitor journey.

Examples of Initiatives can include:

- *Addressing access limitations*
- *Addressing language barriers*
- *Improving digital initiatives*
- *Improving mobile access and content*

(?) Rationale and Research

Provide the judge with a clear understanding as to why this specific initiative was introduced.

Describe the research undertaken or whether the initiative was developed because of other influences e.g. changing technology, feedback, etc.

(?) Collaboration

Outline how the visitor information service collaborates with local tourism operators, businesses, and community groups to support and promote the region through this initiative.

(?) Goals and Outcomes

What were the measurable results of these initiatives?

Provide the judge with the specific goals that the business aimed to achieve with the improvement and whether they were met.

Provide measurable results that demonstrate to the judge the outcomes of the initiative, relating back to the visitor experience.

Consider what learnings were made during this process, particularly if intended outcomes were not achieved.

uestion 2.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image of the improvement*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*
- *Before and after images of works*
- *An infographic e.g. graph, demonstrating the outcomes.*

Question 2.2 **15 points**

Question 2.2.A Detail 2-5 improvements have been made to the visitor information services during the qualifying period?

Provide a short overview of the improvements made to the visitor information services.

EXAMPLE

Improvement 1: **----------** *Name the improvement the business made to its operations and/or the product offering.*	
	Describe the Improvement: *Provide detail on the improvement – what is it and what part of the operations or product offering did it improve?*
	Rationale: *What were the reasons for implementing this improvement?*
	Specific Goals: *What specific goals did the business aim to achieve with this improvement?*
	Outcomes: What were the measurable results of these changes?

Response Guidance

Provide between 2-5 examples.

(?) Improvement

This question is looking for examples specifically within the qualifying period.

Some examples of improvements include;

- ***Digital Enhancements***

    - *Development of mobile apps with interactive maps, event calendars, and itinerary planners.*
    - *Integration of augmented reality (AR) for exploring attractions virtually.*
    - *Implementation of QR codes for quick access to local guides and brochures.*
    - *Upgraded website with user-friendly navigation, multilingual content, and live chat support.*

- ***Enhanced Physical Spaces***
    - *Upgrading Visitor Information Centre layouts to make them more engaging, with interactive displays, digital screens and touchscreens.*
    - *Creating themed areas showcasing local products, history, or attractions.*
    - *Adding eco-friendly features like sustainable materials and green energy sources.*
- ***Personalised Experiences***
    - *Offering concierge-style services to create tailored itineraries for visitors.*
    - *Establishing partnerships with local businesses to provide exclusive discounts or packages.*
    - *Creating niche guides (e.g., food trails, adventure tourism, family-friendly activities).*
- ***Focus on Sustainability***
    - *Promoting eco-friendly tourism activities and low-impact travel options.*
    - *Providing reusable maps and guides to reduce paper waste.*
    - *Offering e-bike rentals or partnerships with sustainable transport providers.*
    - *NOTE: Question 5.1 also references sustainable initiatives, be sure to not repeat across the two questions, rather focus on the best initiative/s for each.*
- ***Real-Time Updates***
    - *Displaying live information on local events, weather conditions, or transport services.*

    - *Using social media to share last-minute opportunities or urgent updates like road closures.*

- ***Community Integration***
    - *Hosting local artisan markets or cultural events within or near the Visitor Information Service.*
    - *Featuring rotating exhibits or displays about local history and heritage.*
    - *Providing space for local operators to showcase and sell their services or products.*
- ***Training and Knowledge***
    - *Upskilling staff and volunteers to ensure they are highly knowledgeable about local attractions, events, and history.*
    - *Offering cultural awareness training to better serve diverse audiences.*
    - *Regularly updating staff on changes or additions to local services.*
- ***Expanded Distribution***
    - *Establishing satellite information kiosks or pop-up centres in high-traffic areas.*
    - *Partnering with hotels, airports, and transportation hubs to distribute visitor information.*
- ***Innovative Engagement***
    - *Hosting workshops, tours, or talks directly from the Visitor Information Centre.*
    - *Integrating gamification, like scavenger hunts or rewards for visiting attractions.*
    - *Encouraging visitor participation in local events and initiatives.*

Note, this is not a complete list but does provide some examples for consideration.

(?) Rationale

Provide the judge with a clear understanding of why the improvement was made. Explain the decision-making process that drove the visitor information service to implement the improvement.

Consider how these enhance the visitor experience.

Some examples of the rationale for the improvement could be:

- *Reduce business expenses*
- *Streamline processes*
- *Other strategic objectives*
- *Driven by feedback*
- *Reaching new markets*
- *Advancing technologies*

Consider how the improvement aligns with the vision or values of the business as identified in Q1.

(?) Specific Goals

Provide the judge with the specific goals that the business aimed to achieve with the improvement.

Some examples of specific goals could be:

- *Reduce manual effort by 15%*
- *Improve workflow efficiency by 30%.*

(?) Outcomes

What were the measurable results of these changes?

Provide measurable results that demonstrate to the judge the outcomes of the improvement.

Consider what learnings were made during this process, particularly if intended outcomes were not achieved.

Question 2.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment

		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example;

- *An image of the improvement*
- *A testimonial demonstrating the outcome*
- *Before and after images of works*
- *An infographic e.g. graph demonstrating the outcomes.*

SECTION 3. EXCELLENCE IN MARKETING	**35 POINTS**
Question 3.1.	**10 points**

Question 3.1.A Provide an overview of the visitor information service's main 2-3 target markets.

Provide a brief introduction to the visitor information service's target markets and how these were identified.

EXAMPLE

Name of Target Market: **_____**		
	How is this target market classified for the visitor information service? *Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.*	(tick box)
	Target market characteristics *Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.*	

	How does the business meet the expectations of this target market? *Demonstrate how you have tailored the business to the target market.*	
	What research have you undertaken to confirm this target market is right for the business? *Describe the research or analysis undertaken to determine that this target market and their characteristics are suitable to the business.*	

Response Guidance

Provide between 2-3 markets.

*A **target market** is a specific group of potential customers that a business directs its marketing efforts and products towards.*

(?) Target Market Characteristics

For the target market characteristics, consider the following:

- ***Geographic – Where they are:** Where the people live or visit*
- ***Demographic – Who they are:** Their age, family size, income, or lifestyle, such as families, retirees, or holidaymakers.*
- ***Psychographic – What they care about:** What they enjoy, believe in, or value, like being active, spending time outdoors, or supporting local businesses.*
- ***Behavioural – What they do, how they act**: Like hiring bikes, exploring the area, or looking for fun activities.*
- ***Motivations – What drives them, why they do things:** Like wanting to have family adventures, stay healthy, or try something new.*

(?) Meeting the expectations of a target market

Demonstrate the business's understanding of the target market's needs, preferences, and behaviours, and how the business has tailored its products, services or experiences to effectively reach and engage the target market.

(?) Research

Outline how the business has determined that this target market is suitable for the business. What research was undertaken, and what was concluded from this research?

3.1.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image of the target market*
- *An infographic e.g. graph demonstrating the market characteristics*

Question 3.2. **10 points**

Question 3.2.A Identify how the visitor information service aligns its marketing strategies with local, regional or state destination/marketing plans.

Provide an overview of how the local, regional or state destination/marketing plans were considered in the development of the visitor information service's marketing strategies.

Response Guide

This question is looking to understand how the visitor information service curates and shares the key themes of the destination's marketing activities.

This could be its Indigenous history, heritage, flora/fauna, food, wine, craft and/or art themes, as some examples.

Therefore, provide the judge with an overview of the destination's key marketing pillars, and then outline what the visitor information service does to support the promotion of these pillars.

3.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *Imagery of destination themes*
- *Infographics demonstrating the alignment made.*

Question 3.3. **15 points**

Question 3.3.A Detail 2–5 marketing strategies the business used during the qualifying period. These may be new or ongoing strategies, but only activities/tactics and outcomes achieved during the qualifying period should be included.

Provide a short overview of the business's approach towards developing its marketing strategies for visitors.

EXAMPLE

Marketing Strategy 1:
Name the marketing strategy, type e.g. was it a campaign, an exhibition, an event, a partnership, or other marketing initiative, and timeframe e.g. start and end date of strategy.

Objective:	*Provide quantifiable objectives for the strategy.*
Target Market:	*As per market/s identified in Q3.1*
Concept, activity, tactics:	*Provide greater detail of the strategy and describe the activities or tactics used.*
Rationale and Research:	*Describe the research and analysis undertaken to determine that this strategy will achieve the objectives, how it will reach the intended target market and whether it aligns with local/regional/state strategies.*
Outcomes achieved during the qualifying period.	*E.g. an increase to website traffic by 21% which generated an increase in online bookings by 30%*

Response Guidance

Provide between 2-5 examples.

A marketing strategy is a planned, coordinated initiative with a measurable objective, targeted audience, supporting research, defined activities, and evidence of impact. Single actions (e.g., one social post or one email) would not qualify as a strategy

It is recommended that you include examples that differ from any of the improvements you have included in Q2.1 or Q2.2.

(?) Objectives

Provide details on the business's marketing objective and use quantifiable targets. E.g. 'Grow mid-week visitation by 22%' where appropriate.

Objectives or goals can include, but are not limited to:

- *Improve brand awareness*
- *Increase sales*
- *Higher number of leads*

- *Attract new customers*
- *Improve customer retention*
- *Increase online engagement*
- *Expand into new markets*
- *Optimise ROI*
- *Highlight new features/experiences*

General statements such as "increase awareness" or "improve engagement" will not score strongly unless supported by measurable outcomes.

(?) Target Market

Be sure to align this strategy to one or more of the markets identified in Q3.1.

(?) Concept, activity and tactics

Provide an overview of the marketing strategy, outlining its key idea, focus and execution. This should clearly explain what the strategy was and how it was delivered.

This may include, for example:

- *A digital campaign highlighting the business's unique selling proposition*
- *A PR campaign showcasing how the business fulfils specific visitor needs*
- *Improved website content designed to create an emotional connection with visitors*
- *Targeted email campaign communicating key business values e.g. sustainability or accessibility*
- *Social campaign demonstrating alignment with target markets values, preferences etc.*

Also include the key activities or tactics used to deliver the strategy. Channels may include, but are not limited to:

- *Digital Advertising*
- *Emails*
- *Events*
- *Trade activities*
- *Influencer marketing*
- *Search Engine Optimisation*
- *Social Media*
- *Television, radio, print media*

(?) Rationale and research

Why did the business execute this strategy, and what research was used to support the development of this strategy, for example:

- *Website analytics*
- *Booking trends*
- *Survey results*
- *Visitor feedback*
- *Market demand data*
- *Regional or state destination research*
- *Competitor analysis*

This helps judges understand the evidence-based decision-making behind the strategy.

Consideration during the research phase as to how the strategy aligns with local, regional or state destination/marketing plans/strategies would be seen favourably. For example: regional positioning statements or destination marketing strategies, campaign themes, target markets, product pillars.

(?) Outcomes

Provide measurable results achieved from this strategy during the qualifying period only.

Outcomes should clearly show the impact of the strategy against the stated objectives.

Results should be supported by figures and/or percentages. Avoid general statements without measurement.

Outcomes may include, but are not limited to:

- *Percentage increases or decreases*
- *Visitor numbers or visitation patterns*
- *Sales or revenue growth*
- *Website metrics (conversion rate, sessions, click through rate)*
- *Social reach and engagement*
- *Return on Investment (ROI) or cost-per-acquisition*
- *Media coverage or reach*
- *Lead generation*

- *Booking attribution.*

For each outcome include:

- *Baseline (performance before the strategy or at the start of the qualifying period)*
- *Result (performance achieved during the qualifying period)*
- *Change (numeric and/or percentage change).*

Where intended outcomes were not fully achieved, outline any learnings or adjustments made.

3.3.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide visual evidence demonstrating the marketing activity.

Videos can be included, however, do not produce a video for the specific purpose of responding to this question. It must have been produced as part of the activity.

Examples of images/video evidence can include:

- *Instagram Reel*
- *TikTok*
- *Video segment on TV*
- *TV Commercial*

Do not upload the video itself, only include a link to the video.

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE	20 POINTS
Question 4.1.	**15 points**

Question 4.1.A Describe 2-5 customer service initiatives that have been implemented to support staff and volunteers in the delivery of high-quality, consistent visitor experience. This may be new initiatives or improvements to existing practices from across the stages of the visitor journey. Only activities and outcomes from the qualifying period should be included.

Provide a brief overview of the business's customer service philosophy.

EXAMPLE

Customer Service Initiative 1.		
	Describe the initiative that enhances the business' customer service:	
	At what stage of the visitor journey does this impact? *(Pre, During, Post, All)*	(checkbox with multiple choice option)
	Rationale **What influenced the development of this initiative?**	
	Outcomes **What outcomes have come from this initiative?**	

Response Guidance

Provide the top 2 - 5 examples. Only activities and outcomes from the qualifying period should be included.

Focus on the initiatives that specifically support staff and volunteers in their customer service delivery and have not already been included in Section 2.

Include new customer service initiatives or improvements to existing practices that occurred within the qualifying period and that enhanced the visitor journey.

The visitor journey includes all touchpoints from pre-visit planning, on-site experience, and post-visit engagement.

Examples include:

- *Staff training and development*
- *Technology enhancements*
- *Development of clear customer service standards, service benchmarks or a service charter.*
- *Enhanced processes, policies or procedures*
- *Familiarisation tours, product update sessions, or other information sharing initiatives*
- *Mentoring*
- *Empowerment and recognition initiatives*

(?) Describe the initiative

Describe what the customer service initiative is and how it was designed or delivered. Consider the relevant visitor touchpoints and how the initiative enhanced the customer experience.

Outline the resources invested in the initiative. This may include:

- *Financial investment*
- *Staff time or training*
- *Technology or systems*
- *Changes to supply chain or service processes.*

(?) Stage of the visitor journey

Specify at what point the initiative impacts within the visitor journey – pre, during, post or across multiple stages.

(?) Rationale

Consider why the business focused on improving this specific customer experience.
This could be, but is not limited to examples such as:

- *Customer feedback or reviews*
- *Staff input*
- *Competitive landscape*
- *Operational needs or service gaps*

- *Data/survey insights*
- *Changes in customer expectations or industry trends.*

(?) Outcomes

Describe the outcomes and learnings that were achieved during the qualifying period that were a result of the initiative.

Examples may include, but are not limited to

- *Improved online ratings or reviews by XX%*
- *Increased repeat visitation*
- *Improved customer satisfaction or feedback results*
- *Reduced complaints*
- *Positive testimonials.*
- *Greater referral outcomes*

Where possible, include:

- *A baseline (e.g. previous performance or feedback)*
- *The result achieved during the qualifying period*
- *Evidence of improvement (e.g. percentage change, rating increase, customer quotes).*

Testimonials may be included as supporting evidence, but should complement measurable results rather than replace them.

4.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q4.1.A. Examples of the type of evidence you could include are:

- *Staff initiatives*
- *Customer initiatives in place*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*

Question 4.2.	**5 points**

Question 4.2A How has the visitor information service demonstrated itself to be inclusive throughout the qualifying period. These may be new initiatives or improvements to existing practices. Only activities and outcomes from the qualifying period should be included.

Consider which specific needs have been identified and what inclusive practices have been initiated.

For Judge reference only, no additional score applied

- ☐ The business has undertaken or updated an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF in the qualifying period.
- ☐ The business has included an Accessible Guide on the business website.
    - Please insert the URL for the page **within your own website** that consumers can access your Accessibility Guide/Information.

Response Guidance

Demonstrate how the business has actively considered, and where able, met the needs of a diverse community. This could include:

- *Staff training*
- *Management and leadership*
- *Business policy making, audits, accreditations or advocacy*
- *Improved/modified systems/operations/facilities*

Demonstrate how the business has analysed its target markets and identified any specific requirements that may need to be considered for these guests.

Consider utilising a table to showcase multiple inclusive initiatives, covering:

- ***Who the intended audience is** and their specific needs*
- ***What** the inclusive practices are, rationale, KPI's*
- ***Outcomes** the data, testimonial / feedback, positive reviews etc.*

A case study can illustrate to the judges how an inclusive practice was identified, challenges addressed and the outcomes achieved.

4.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q4.2.A. Examples of the type of evidence you can include are:

- *Inclusive initiatives in place*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES 20 POINTS

Responsible Tourism and Sustainability Achievements. 5 points

- ☐ Sustainable Tourism Accreditation.
- ☐ Has undertaken an assessment of its emissions and identified measures to reduce and offset e.g. through the Tourism Emissions Reduction Program.

- ☐ Has undertaken an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF.
- ☐ Has included an Accessible Guide on the business website.
  - o Please insert the URL for the page **within your own website** where consumers can access your Accessibility Guide/Information.

Question 5.1.	**15 points**

Question 5.1.A Detail 2-5 responsible and sustainable business practices undertaken by the Visitor Information Service during the qualifying period. These may be new practices or improvements to existing practices. Only activities and outcomes from the qualifying period should be included.

Provide an overview of the business philosophy on responsible and sustainable tourism.

EXAMPLE

	Select the type of activity	(drop down list)
Cultural		
	Provide an example of how the business supports the engagement and representation of culture. *(E.g. Aboriginal and Torres Strait Islander people, heritage, religion.)*	**What were the outcomes?** Examples **Visitor satisfaction with cultural activities increased from 4.2 to 4.7/5** (+12%). **Participation in cultural activities increased from 35 to 52 people per week** (+49%). **Employment hours for Aboriginal and Torres Strait Islander presenters increased from 4 to 12 hours per week** (+200%). **92% of surveyed visitors** reported a stronger connection to local culture (survey data).

Example 1.		
Environmental		
	Provide an example of how the business minimises its impact on the environment. *(E.g. water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, refuse initiatives, noise cancellation, wildlife destruction/interruption measures in place, participation in programs such as the Tourism Emissions Reduction Program.)*	**What were the outcomes?** Examples **Reduced water consumption by 38,500 litres per month** (-18% against last year). **Energy use for hot water heating decreased by 620 kWh per month** (-11% against last year). **Laundry cycles reduced by 32%**, saving **$4,200 annually**. **Waste-to-landfill reduced by 14% annually**, measured through quarterly waste audits.
Example 1.		
Social/Community		
	Provide an example of how the business contributes to or benefits 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.)*	**What were the outcomes?** Examples **25 local suppliers featured**, up from 14 the previous year (+78%). **Hosted 12 community events**, up from 5 the previous year. **Supported 4 school groups**, providing **120 hours of educational programming**.
Example 1.		
Economic		
	Provide an example of how the business supports the local economy. *(E.g., local purchasing, creating job opportunities, promotion of*	**What were the outcomes?** Examples

	local businesses, support of community funding initiatives, understanding of spend by the business customers to the region/community.)	**81% of total annual expenditure** was spent locally, up from 65% the prior year. **$86,000 spent on local goods/services**, representing a **34% annual increase**. **Created 6 new jobs** within the region through expanded operations. **Generated an estimated $1.2 million in regional economic activity**, based on visitor spend analysis. **Average per-visitor regional spend increased from $86 to $109** (+27%).
Example 1.		
Ethical		
	Provide an example of how the business acts ethically throughout its development. *(E.g., through animal welfare, restoration, procurement, inclusivity, human slavery etc.)*	**What were the outcomes?** Examples **Visitor ethical perception rating increased from 4.3 to 4.8/5** (+12%). **Complaints related to animal welfare dropped from 14 to 2 per year** (-86%). **Independent welfare audits improved from 78% to 94% compliance**. **Online reviews referencing ethical treatment increased from 6% to 19%** of total reviews.
Example 1.		

Response Guidance

Please provide 2 to 5 examples. These may be new practices or improvements to existing initiatives. Only activities and outcomes from the qualifying period should be included.

This is an opportunity to offer deeper insight into how the business is achieving excellence in both business operations and tourism.

Try to include examples that have not already been identified in previous answers.

Businesses are encouraged to provide a response across all areas. However, it is essential to focus on the business's strengths to effectively showcase its unique capabilities and achievements. Businesses are welcome to provide more robust examples in two to three areas that effectively showcase their unique capabilities and achievements.

5.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q5.1.A Examples of the type of evidence you can include are:

- *Images of guest participation in cultural programs*
- *Visuals of signage, flyers, etc. demonstrating cultural contribution*
- *Images of participation in volunteering activities, community events or other local economic initiatives*
- *Images of water stations, upcycled materials, zero-waste kitchens and other environmentally friendly initiatives*

SECTION 6. FINAL REMARKS — 0 POINTS

In 100 words or less, provide any final remarks as to why the business should be considered as a winner in its chosen category.

(text box)

Response Guidance

Make this a personal response to close out the submission.