

*These questions are provided to judges to outline key considerations when assessing the visitor experience and customer service provided by an entrant. The judge will assess all areas of the customer experience from the moment they make initial contact to when they leave the business/property.*

### GENERAL

- 1. Does the business offer any services/facilities above and beyond the expected, to enhance the tourism experience?**
- 2. What was the appearance/presentation of the business?**  
*Consider premises, building and public areas, vehicles, cleanliness, atmosphere, ambience. Are the assets well cared for? (This question won't be applicable to all businesses)*
- 3. Is the business a member of local associations/accredited/won any awards?**  
*If so, how are these promoted to visitors and staff? What are the benefits to business and what involvement do they have with these organisations?*

### CUSTOMER EXPERIENCE

- 4. How was your initial contact with the business? How was your experience/interaction with staff?**  
*For example, their email/phone response time. Is the contact person the person who has prepared their submission? If no have they seen the submission?  
Consider all points of customer engagement e.g. email, phone, guest greetings/welcome and interaction during and after the experience.*
- 5. Are there provisions for customer feedback/complaints and is the feedback used to improve customer experience?**  
*For example, is there a questionnaire, after service survey? Who responds to a complaint once it has been made?*

### RESPONSIBLE TOURISM

- 6. Does the business demonstrate inclusive practices?**  
*This could include but is not limited to cultural, language, physical, intellectual, dietary and other specific needs e.g. groups, special interest, LGBTQ etc.*
- 7. Is there evidence of water, waste and energy actions and are there supporting procedures?**  
*Does the business promote their sustainability/recycling?  
Are there any challenges that the business faces which prevents them from carrying out sustainable practices? E.g., regional areas or specific area guidelines.*

### QTAB Accredited & Non-Accredited Entrants

If a business is **QTAB accredited** but has not undergone an onsite QTAB audit within the last 3 years or is **not** QTAB accredited, **the site visit judge will also ask additional questions about the policies and procedures** that guide business operations. This requirement was introduced by ATIC in 2019 to ensure that all entries into the awards program are operating legitimately.

Where relevant, site visit judges will ask questions\* related to:

- |                                  |                           |
|----------------------------------|---------------------------|
| - Customer Service Policies      | - Sustainability Policies |
| - OHS & Risk Management Policies | - Business Plan           |
| - HR Policies                    | - Marketing Plan          |

It would be advisable to have ready access to these documents or evidence of your planning when meeting with the Onsite Judge.