



QANTAS AUSTRALIAN TOURISM AWARDS VISITOR EXPERIENCE APPRAISAL PROGRAM

This year the Qantas Australian Tourism Awards will be trialling a new element to the program, it is called a Visitor Appraisal award. There will be two categories we are trialling this on:

- Major Tourist Attractions and
- Tourist Attractions

Each finalist (State Winner) in these categories will have two Visitor Appraisals conducted on them.

Following is some further information about the program and how it will work.

What is a Visitor Appraisal?

- An independent assessment of your visitors experience with your business
- It is: anonymous, objective, thorough and uses demographically matched visitors
- A Visitor Appraisal has other names such as mystery shopping, secret shopping, shadow shopping etc
- An Appraisal will highlight the positive areas of your business as well as issues that need more attention
- It is used as a marketing research tool to find out about your visitors experience with your business so that you know where to improve
- The visitors will visit us disguised as normal visitors, they act and do things just like all other visitors to the business
- They complete each assignment with a set scenario, this scenario is typical of your average visitor
- They could make a purchase, attend a tour or simply ask questions.
- The difference between a Visitor Appraisal and a regular visitor is that the Assessors are trained to be observant and they have a specific scenario and questionnaire to answer
- After completing a Visitor Appraisal assignment the assessor will complete a comprehensive questionnaire detailing their experiences of the business
- Visitor appraisals provide an objective view of your business. The Assessor will report on the great aspects as well as areas that may need more attention
- All questions are answered objectively with comments to back them up

What does your visitor comment on?

- Team knowledge of products and services
- Level of customer service and how it affects their experience
- Website
- Email
- Phone
- Carpark and signposting
- Tourism Knowledge sharing
- Exhibitions and displays
- Food and service of - if applicable
- Cleanliness of restrooms
- Greeting
- Presentation of staff and business
- Level of customer service
- How long they waited to be served or checked in/out
- Whether there was adequate stock and how it is presented
- Would they return and recommend your business to their friends and family

How is the information used?

- To make sure you are providing the best experience possible for your visitors
- Rewards and recognition – The Appraisal will form 20% of your overall category score
- To identify training needs
- Make business safer and more enjoyable to visit for visitors *and* your team
- To provide your team with an unbiased, third party point of view for performance evaluations
- Increases profits through understanding your customer and creating a quality experience for them
- Benchmarking of your business against direct competitors
- Training evaluations

Why?

- Depending on the results this may be something that will be introduced across every category for future years
- The Tourism awards are about rewarding the best in the industry so by adding an element of impartial feedback we will be enhancing the judging process
- The Visitor Appraisals are about capturing the experience of a business seen through a visitors eyes. Creating a great visitor experience is the aim of the Tourism industry
- The Appraisals provide an opportunity for benchmarking. When used in the Tourism awards they can provide substantial feedback on the industry as a whole

Who will conduct the Appraisals?

We have contracted a business called SpySee to conduct the Appraisals. SpySee have been working with The Canberra and Capital Region Tourism Awards for the past two years, conducting the Visitor Appraisal award with lots of great success and wonderful feedback from entrants.

If you are a winner of the State Awards in the categories of Major Tourist Attractions or Tourist Attractions SpySee will send you a questionnaire to find out more about your business so they can understand each business better and match the right demographic of visitor for your Appraisal.

SpySee are specialists in the mystery shopping field and in creating great customer experiences. Feel free to contact Carolyn Queale from SpySee if you have any further questions on how you can get the most from the Visitor Appraisal program.

What each entrant will receive

- Each entrant will receive a full report containing:
 - The two questionnaires with comments and scores against each question
 - Benchmark graph showing each businesses average result against the other entrants
 - Graphs, tables and comments of each visits individual results

How would it work?

Step 1: Run State Awards

Once the State awards have run details of each finalist in the Attractions and Major Attractions categories will be given to SpySee.

Step 2: Backgrounding

SpySee will contact each state Award winner in each category and send them a pre-information questionnaire to identify target markets, contact details and other business specific information. This will be used to assist the category and product alignment methods and the scoring and measurement techniques.

Step 3: Choose assessors

The results of the pre-information questionnaire will be used to handpick each assessor to accurately reflect the demographic of a business's usual customer.

Step 4: Visitor Appraisals conducted

There will be two Visitor Appraisals conducted on each business. Assessors will complete each assignment with a set scenario; this scenario is typical of an average visitor's experience. These will be done in person, on the phone and through the website.

The Appraisals will be conducted anytime from 17 November up until mid January 2011.

Step 5: Results for each Visitor Appraisal conducted will be collated and presented to the national Chair of Judges and the national Auditor to finalise the judging scores in the two categories.

Step 6: The Qantas Australian Tourism Awards will be announced on Friday 11th March 2011 (Perth).

Step 7: Debrief

SpySee will provide all reports by email and a debrief by phone for the entrants on the results of their Visitor Appraisal after the national Awards are announced. Each session is designed to be a one on one opportunity for the Entrant to be presented with the results of their Visitor Appraisals conducted during the Awards process. A SpySee customer service representative will spend time with you discussing the results and suggestions for future improvement.

These sessions are provided free of charge to all visitor appraisal entrants.