

## 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.

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

### NOTE

- \*Due to the extended qualifying period for the 2021 Australian Tourism Awards program, for new businesses that commenced operations between **1 July 2019- 30 June 2020**, they can choose to enter into either New Tourism Business OR an alternate category.
- For those that commenced operations between **1 July 2020- 30 June 2021**, they are only eligible to enter into New Tourism Business.

### SCORING

Entrants in this category will be scored from the following sources:

- Written submission: 90 marks. The score for each question is highlighted below.
- Online review: 10 marks
- Site visit: 0 marks. Due to the nature of entrants in this category, the site visit will be for verification purposes only, therefore no points will be awarded.

Total score: \_\_\_/100 points

### WRITTEN SUBMISSION

- Respond to the following questions using maximum 8,000 words and 25 images. Please note Q1 (COVID-19 Impact) is not included in the word count and it will not contribute to the overall score.
- Submissions are made via the [Australian Tourism Awards portal](#).
- A good answer should include:



#### 1. COVID-19 IMPACT (0 marks)

**Provide the judges with an understanding of your business situation resulting from the national and world events (e.g., COVID-19, bushfire) during the qualifying period. Please answer:**

1. *Outline how many months in the second half of the qualifying period (1 July 2020 – 30 June 2021) you were operational for.*
2. *Describe what the business restrictions were on your business e.g., gatherings.*
3. *Describe the impact of travel restrictions on your business e.g., border closures.*

*NOTE: These responses do not contribute to your overall score but provide a clearer picture for judges to understand what you have been able to achieve. This is factual information allowing you to tell your business story in your written submission.*

## **2. INTRODUCTION (15 marks)**

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**Please provide an overview your tourism products, experiences and services.**

*Response Guidance*

- ❖ *This is where you set the story of your product, experience, service and give the judges insight into the product, experience, service on offer. Take the judge on a journey of your business product/service; describe the visitor experience, where and how it began.*
- ❖ *Your response should demonstrate why your business should be considered as an award-winning tourism business by highlighting your points of difference and what makes you stand out. Specify amenities, products, services or facilities that enhance visitor satisfaction.*
- ❖ *This is where the judges (and auditors) will gain an understanding of how you fit into the category. Therefore, it is important to clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category.*
- ❖ *Use graphics to support and enhance your response provided. 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.*

## **3. BUSINESS DEVELOPMENT (35 marks)**

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

*Response Guidance*

- ❖ *Provide judges with an understanding of why you developed the business and how the development and 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, for example surveys, interviews, case studies, data collection/analysis.*
- ❖ *The judges are looking for a well-considered concept that can clearly demonstrate that appropriate planning and research was undertaken to meet the needs to the industry and visitors.*
- ❖ *Use graphics to support and enhance your response provided.*

**B. What innovative strategies and plans have you put in place to enable you to achieve business growth and/or to provide business endurance in the wake of national and world events, and what outcomes have been achieved to date? 15 marks**

*Response Guidance*

- ❖ *The judges are seeking to further understand the planning process of the development of the product, experience and service. In the previous question you would have outlined the planning and rationale in the development of the concept. This question now seeks to understand the strategies developed to achieve success now that the product, experience, service is operational.*
- ❖ *It also seeks to understand what strategies were implemented for business endurance through a year of challenging national and world events.*

- ❖ For each strategy/plan outlined, you should detail the research, planning, implementation and specific outcomes that have been achieved to date.
- ❖ You could also consider what environmental, social, economic and/or ethical initiatives or achievements were made during the qualifying period.
- ❖ Use graphics to support and enhance your response. For example, a chart which visualises any data provided with the question response.

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

*Response Guidance*

- ❖ The judge is looking for thorough consideration made to the risks associated in opening a new tourism business.
- ❖ You should clearly outline the risks identified and for each, 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, rather how the business considered the risks associated with the development of a new business.
- ❖ Use graphics to support and enhance your response provided.

**4. MARKETING (20 marks)**

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**Describe the marketing strategies used to differentiate your tourism business and attract or maintain your existing or new target markets since your commencement date. Why were these strategies chosen and what was the result?**

*Response Guidance*

- ❖ This question is looking for a clear understanding of how you are marketing to your target market.
- ❖ Begin by outlining who you have aimed your marketing 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 your business. What research have you conducted or used to determine your target customer?
- ❖ You should then provide a clear overview of the innovative approaches you have taken to marketing and what you have done differently to attract and/or connect with your customers within the qualifying period. Consider for example, social media, digital or interactive advertising, apps, product packaging, tactical or paid advertising campaigns, relationship marketing.
- ❖ Ensure you outline why these marketing strategies were selected by aligning with your target markets attributes as well as, where able, local, regional, or state marketing plans.
- ❖ It is important that the judge understands whether the strategies were developed for business endurance, or whether the strategies were adopted to keep connected to your target market whilst normal business operations were unable to take place.
- ❖ Detail how these new, different, unique marketing activities have been successful. You should consider metrics to measure the outcomes and consider media coverage, social media engagement, increased web traffic, increased bookings etc.

- ❖ Use graphics to support and enhance your response. For example, images of marketing placement (social media screen shots, website, advertisements).

## 5. CUSTOMER EXPERIENCE (20 marks)

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### How do you provide quality visitor experiences and demonstrate inclusive practices?

#### Response Guidance

- ❖ This question requires you to outline the practices you have put in place to ensure the delivery of high quality of customer service throughout the visitor experience journey.
- ❖ For those businesses that had significant disruption as a result of COVID-19 or natural disasters, you should consider how you provide quality customer experiences in the alternatives ways in which you operated, such as communicating to customers during changing restrictions, kept customers informed during closers, how you stayed connected with them, etc.
- ❖ Outline how you are committed to quality customer service throughout all areas of the business. This could include staff training, service principles and policies, staff reward systems etc.
- ❖ Consider all points of customer engagement e.g., email, phone, guest greetings/welcome and interaction during and after the experience.
- ❖ Describe how your business monitors and assesses customer service to ensure continued quality delivery. For example, feedback forms, monitoring social media, blogs, mystery shoppers etc.
- ❖ Consider how you actively encourage feedback and how feedback is used to improve the visitor experience. It may be useful to provide a case study/example where you have implemented a change based on customer feedback and/or testimonials which further demonstrate outcomes of quality customer experiences.
- ❖ As a part of your delivery of quality visitor experiences you need to demonstrate how you consider visitors' special and specific needs and recognises the needs of a diverse community. This can include, but is not limited, to cultural, language, dietary and other specific needs, e.g., groups, special interest, LGBTQ etc.
- ❖ Provide examples of how you catered for customers with specific needs, explain the outcome or successes. A case study would be beneficial here.
- ❖ Use graphics to support and enhance your response. For example: staff communications posters, flow charts of customer service processes, reception cards encouraging feedback.