

IMAGERY GUIDE

Submissions can include up to 25 images with caption. **Use them all!**

MEDIA & PROMOTIONAL

Entrants are asked to provide an additional ten images (2 hero and 8 additional) which illustrates the business operations for media and promotional purposes. Requirements:

- Images must be no bigger than 10MB each and in JPEG format
- Images are required to be high-resolution
- Preferably 500dpi files and in 1920 x 1080 in dimensions

Please note:

- These images are separate to the images included in your submission – these won't be judged and will just be used at the presentation ceremony and in official advertising and publications (if needed). However, you can choose to provide/upload the same images that you have used within your submission.
- Ensure the images provided under this section are the hero images of your business – consider, for instance, recent images you have used for marketing and advertising. You want to choose images that best represent your business and show a range of services and experiences. It is always good to also include images with visitors and your staff if possible.
- Professionally shot photos are ideal, and a good investment to any tourism business.

HOW TO USE IMAGES WITHIN YOUR SUBMISSION

'A picture tells a thousand words'

Choosing good and relevant imagery to support your submission is vital.

- Any image used must be for the sole purpose of supporting the submission by providing evidence.
 - Images cannot be used to form part of the written response to a question.
 - For example, you may include charts or graphs as an image, but if the results or findings of these are not included within the written submission, then the data within the image will not contribute to the score.
 - A good rule of thumb is 'if you remove the images, will the written word still provide the answer?'
- Make sure all images are relevant to the submission.
- Images included can be infographics, charts, graphs and pictures. [Canva](#) is a great free tool that could assist you in creating infographics, collages, etc.
- Avoid using too many screenshots.
 - It's ok to include screenshots of your website, of testimonials, etc., but you don't want all images in your submission to be a screenshot. Especially because screenshots may not be of a high-resolution.

IMAGERY TIPS PER QUESTION

Introduction

- Show where your business is located or where your product/service/experience is available by a clear, yet detailed map. Do not screenshot from Google Maps. The map should be clear and indicate, for instance, your proximity to major towns, airports etc.
- Use photos to showcase your tourism products, experiences or services. You can also add images of any specific facilities/amenities/services you have highlighted in your response.
- This question asks entrants to clearly demonstrate their eligibility for the chosen category. If possible, include an image that supports this and shows judges why you have entered this category.
- Include a collage of awards, accreditations, accolades and/or any recognition of excellence – this will support your response to how the business demonstrates tourism excellence.

Business Development

- Use graphics to support and enhance your business development response.
- These could be for instance: an image of any new products or facilities, posters promoting changes that have been implemented, staff training workshops, etc.
- As part of this question, entrants are asked to explain the outcome/s of the innovation/ development/ improvement (outlined previously in the answer). Entrants should provide measurable results to explain - quantifiable results will always receive a higher score. An image (graphs, testimonials, infographics etc.) should be used to support your answer.
- Although the *Responsible Tourism* question has been temporarily suspended, entrants still have the opportunity to include sustainability initiatives and achievements under this response. This would be greatly supported with images (so judges can visualise your initiatives, graphs or infographics (to display measurable results)).

Marketing

- Use graphics to support and enhance your marketing response.
- These can be for example: images of marketing placement (social media screen shots, website, advertisements), marketing collateral, editorials, etc.
- Create collages for comparisons. For instance: if you have changed your product packaging, it would be good to have a 'before' and 'after' image to illustrate the improvement.
- As part of this question, entrants are asked to detail how the new/ different marketing activities (outlined previously in the answer) implemented over the qualifying period have been successful. As much as possible, entrants should provide measurable results to explain - quantifiable results will always receive a higher score. Entrants are also asked to use metrics to measure these outcomes, e.g., media coverage, social media engagement, increased web traffic, increased bookings, etc. Infographics or charts will be helpful here to display the results and substantiate your answer.

Customer Service

- Use graphics to support and enhance your customer service response.
- These can be for example: staff communications posters, flow charts of customer service processes, reception cards encouraging feedback, etc.

- As part of this question, entrants will have to demonstrate how they continuously monitor customer service; how they actively seek feedback for continuous improvement; will have to provide evidence of how they cater to those with specific needs, etc. Use testimonials and graphs to support these points.

IMPORTANT

- The *COVID-19 Impact* section is not included in the word count or in the image allowance.
- Captions in images are to be a maximum of 6 words - not included in the overall word count.
 - If captions exceed 6 words, it will be included in the word count.
 - Content within images, i.e., a screenshot of a testimonial, is not included in the word count. It is however important that these are legible – see below.
- It is crucial that all images are clear and legible.
 - The way you see/view images in the portal, will be the same for the judges – remember: judges are reading and scoring submissions through the portal. If the image is not clear for you, of if you can't read the content within the image, the judges won't either.

As a guide

1. It is always better to start with images that has a high resolution - ensure they are not pixelated.
2. .JPG and .PNG are allowed.
3. Once you've uploaded your image to the portal, resize and adjust it within the question field so it is legible and at a good size.

Example 1

- For the example below, we selected a photograph of high-quality. The original photo had:
 - Dimensions: 9504 x 6336 pixels
 - Resolution: 300 dpi
 - Size: 11.2 MB

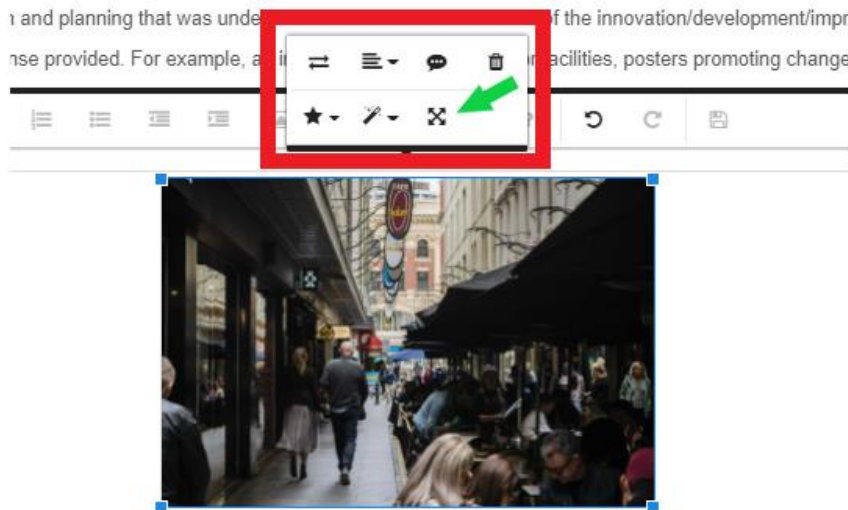
This photo was however too large to be uploaded to the portal - the system will block files larger than 10MB from being uploaded. Therefore, we resized it to:

- Dimensions: 2508 x 1672
- Size: 5.76 MB
- We then uploaded this image to the portal – image on the left. As you can see, this is too small and not very clear.
- The image was then resized within the portal – image on the right.



Resizing images within the portal

1. Click on the image
2. An image editor (marked in red below) will appear. The resize function is marked in green. Or they can be resized by simply clicking on them and expanding or shrinking as the corner is dragged.
3. There isn't one specific size recommended as this will depend on your image and its content. Just ensure it is clear and legible.



- It is particularly important, when using images with written content in it, that these are clear and easy to read.
- As you create your graphs, charts, infographics for the submission:
 - Ensure these have minimal written content – remember that you have already used the information within your written answer. This should only support the response.
 - Choose fonts that are easy to read.
 - Font shouldn't be too small.
 - Try **bold** key content.
- Once uploaded to the portal, follow previous instructions to resize these as needed. You won't be able to change the font within screenshots, but the resizing function may help you make these legible for judges.

Example 2

- We took a screenshot of our website for example 2. Please note these examples are not intended to show which type of images to use, rather, it aims to explain how an image should be displayed in the portal. So, we take this example of 'screenshots'.
- On the left-hand side (refer to the screenshot below) you will see the original screenshot uploaded to the portal. As you can see, this is too small and the text within the image is hard to read. The more text, the harder it will get to read.
- The image was then resized within the portal – image on the right. Screenshots will not have the same resolution as a good quality image, so don't overuse this. However, it can make all the difference if resized/edited properly.



Other functionalities that can be used to edit your images:

