

CHECKLIST - INTRODUCTION

Have covered:

- Background/history of the business
- Overview of products / experiences/ services
- Demonstrated points of difference
- The category descriptor - demonstrated eligibility for the category
- Map of the business
- Contribution to the tourism industry
- Commitment to tourism excellence
- Evidence and examples
- Images to support answer

View the above in more detail below.

There are two parts to this question. Ensure you have covered both.

Q: Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does your business demonstrate tourism excellence?

1. You have provided a background/history of your business (demonstrating continuous improvements) and an overview of your:

- Products = your core tourism product. What are visitors or guests buying?
- Experiences = the 'one of a kind' experiences (they may involve tangible and intangible experiences)
- Services = related to the core tourism product. What do you do for visitors or guests?

(Key: highlight your points of difference – what's unique about these)

2. Your response match the category descriptor:

02 Tourist Attractions

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract significant visitor numbers during the qualifying period for their State/Territory.

View all category descriptors [here](#).

This will demonstrate your eligibility for the chosen category and ensure that there is no misunderstanding as to why you have entered this category.

3. You have included a clear and detailed map of your business – remember to position this for potential judges from outside Victoria.

Q: Please provide an overview of your tourism products, experiences and services including the nature and history of the business. **How does your business demonstrate tourism excellence?**

4. You have demonstrated your commitment to the tourism industry and to tourism excellence by covering:

- Your business philosophy and values
- Your active contribution to the tourism industry - local, regional and nationally (this can be through business and personal involvement)
- Your participation in industry programs and activities (if able to)
- Accreditation and/or any other awards you may hold

Don't forget:

5. You have provided evidence and examples to substantiate your claims.

6. You have included images to support your answers.

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