

# 2011 CANBERRA AND CAPITAL REGION TOURISM AWARDS



CANBERRA AND  
CAPITAL REGION  
TOURISM  
AWARDS  
2011

## ENTRY INFORMATION

The annual Canberra and Capital Region Tourism Awards provide an opportunity to showcase the best of our region's tourism operators and promote, encourage and reward tourism excellence. The awards are open to all tourism businesses and suppliers to the tourism industry and serve to demonstrate the value of tourism to Canberra and the Capital Region. The winners are celebrated at the annual Gala Presentation Evening which everyone involved in the tourism industry is encouraged to attend.

### THE TOURISM AWARDS PROGRAM AIMS TO:

- Encourage and celebrate excellence, quality, professionalism and innovation within the Canberra region tourism industry
- Provide a benchmark for best practice within the tourism industry
- Encourage continuous improvement
- Publicly recognise tourism excellence.

### WHY ENTER?

- Assists as an excellent business planning tool
- Gives consumer feedback from the Visitor Experience Appraisal (for relevant entrants)
- Provides a snapshot of the business for a financial year period
- Assesses strengths and weaknesses of your business and identifies any organisational gaps
- Contributes useful research
- Analyses the effectiveness of your marketing activities
- Analyses your product and your client's needs
- Provides an accurate record and overview of your business for the financial year
- Reviews goals and records achievements
- Provides a networking opportunity with other entrants, sponsors and the broader tourism industry.

## BENEFITS OF WINNING AN AWARD

- All winners in categories 1–26 represent the ACT and region as finalists at the 2011 Qantas Australian Tourism Awards
- Gives public recognition at the Gala Presentation Evening
- Gives recognition from your local tourism community and the tourism industry at large
- Provides a competitive advantage through consumer recognition of an outstanding business
- Assists as an excellent staff development tool
- Provides use, in your own promotions, of the Canberra and Capital Region Tourism Awards Winner's logo that is recognised industry wide.

## MARKETING OPPORTUNITIES AND BENEFITS FOR WINNERS OF THE 2011 AWARDS

- Featured in the Winners' list published in *The Canberra Times* the day following the event
- Featured in a consumer newsletter and an industry newsletter delivered by Australian Capital Tourism covering the Canberra and Capital Region Tourism Award winners
- Listed on the [canberratourismawards.com.au](http://canberratourismawards.com.au) winners' page
- Featured on the homepage on [visitcanberra.com.au](http://visitcanberra.com.au)
- Listed on the Award winners' wall at the Canberra and Region Visitors Centre
- Featured in a full page display advertisement for winners in the *2012 Canberra and Region Holiday Planner*
- Opportunity to participate in *The Canberra Times* awards' feature in the Sunday Times.

# 2011 DEVELOPMENT UPDATE

In its 26th year, the Canberra and Capital Region Tourism Awards continues to encourage and celebrate excellence, quality, professionalism and innovation within the Canberra and Region Tourism industry. Below is an update on the developments for 2011.

### eAwards

The 2011 Canberra and Capital Region Tourism Awards will again utilise an eAwards portal to streamline the nomination and submission delivery processes. Entrants are required to [register](#) for log in details, [nominate](#) online and [upload](#) their submission as a pdf document to this portal. This process allows entrants to update their contact and entry details directly and saves time and resources required in printing, binding and delivering a hard copy submission. Australian Capital Tourism can offer assistance for converting submissions to a pdf document. Further information and the eAwards portal can be found at [canberratourismawards.com.au](http://canberratourismawards.com.au)

### Mystery Shopping at 2011 Qantas Australian Tourism Awards

The Visitor Experience Appraisal program will continue for the Canberra and Capital Region Awards as in previous years. In 2011, the program will continue at the national level in two categories (categories to be confirmed). The overall results for these categories will factor in the visitor experience appraisals. No additional fees are required by entrants in these categories. Separate visitor experience appraisals will be conducted for the national awards to those conducted for the 2011 Canberra and Capital Region Tourism Awards.

### Scoring

The weighting given to each question is now reflected in the questions for each category. This ensures entrants are aware of what each question is worth.

### 2011 Canberra and Capital Region Tourism Awards assessment process

The overall assessment will be the same as 2011 with awards being assessed with consideration given to 3 key elements:

1. Submission (uploaded to eAwards portal)
2. Judges' site visit (for relevant categories)
3. Two visitor experience appraisals (for relevant categories)

### Important dates

5pm Monday 27 June	Nomination deadline
July to October	Entrant workshops
July to October	Site visit period
July to October	Visitor Experience Appraisal period
5pm Thursday 13 October	Submission deadline
Friday 25 November	Gala Dinner

# 2011 eAwards submission process

<b>Nomination</b>	Nominate online by COB Monday 27 June using the eAwards portal at <a href="http://canberraturismawards.com.au">canberraturismawards.com.au</a> Nomination fee A \$110 (includes GST) Nomination fee B \$396 (includes GST and mystery shopping visits for relevant categories)
<b>Submission preparation</b>	Entrants required to complete the following with adherence to the rules for entry: <ul style="list-style-type: none"> <li>• Prepare submission as normal and then convert submission to a PDF document</li> <li>• Choose ten promotional 300 dpi jpg images</li> <li>• Prepare 100 word promotional description.</li> </ul>
<b>Submission delivery</b>	<ol style="list-style-type: none"> <li>1. Log into the eAwards portal at <a href="http://canberraturismawards.com.au">canberraturismawards.com.au</a></li> <li>2. Review nomination details and change if required</li> <li>3. Complete 100 word description for promotional use</li> <li>4. <u>Upload submission as a pdf document</u></li> <li>5. Upload ten 300 dpi jpg images for promotional use</li> <li>6. Check the box that you agree to the disclaimer and statutory declaration.</li> </ol>

## Canberra and Capital Region Tourism Awards Winners for 2010

### Award winners:

Tourist Attractions	Questacon — The National Science and Technology Centre
Major Festivals & Events	Floriade: <i>Mind, Body and Soul</i>
Ecotourism	Tidbinbilla
Heritage and Cultural Tourism	Museum of Australian Democracy
Specialised Tourism Services	Australian Institute of Sport Tours
Visitor Information and Services	Canberra and Region Visitors Centre
Meetings and Business Tourism	National Convention Centre Canberra
Tour and/or Transport Operators	Boutique Wildlife Tours
Tourism Marketing	National Gallery of Australia – <i>Masterpieces from Paris</i> exhibition
Tourism Restaurants & Catering Services	Ginger Catering
Tourism Wineries, Distilleries and Boutique Breweries	Mount Majura Vineyard
Backpacker Accommodation	Thredbo YHA
Deluxe Accommodation	Crowne Plaza Canberra
Education Tourism Program	National Portrait Gallery
Outstanding Contribution by an Individual	Mark Sproat
Young Achiever Award	Emma Papas
Judges Award	Old Cheese Factory Reidsdale
Visitor Experience Award	Boutique Wildlife Tours Diamant Hotel Canberra Redbrow Garden

### Commendations:

Festivals and Events	Black Opal Stakes 2009 UCI Mountain Bike and Trials World Championship
Indigenous Tourism	Northern Kosciuszko National Park
Specialised Tourism Services	Canberra Glassworks
Visitor Information and Services	Tourism Southern Highlands Visitor Information Centre
Major Tour and/or Transport Operators	Deane's Transit Group
Young Achiever Award	Kate Landford Alexandria Avent

# The 2010 Canberra and Capital Region Tourism Awards were presented by:

Principal Partner

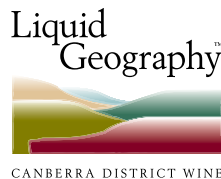


Gold sponsors



## The Canberra Times

Silver sponsors



PARLIAMENT HOUSE CATERING BY  
**InterContinental Hotels Group**

Bronze sponsors



Supporters



Canberra and Capital Region Tourism Awards

p 02 6205 0666 e [canberraturismawards@act.gov.au](mailto:canberraturismawards@act.gov.au) w [canberraturismawards.com.au](http://canberraturismawards.com.au)