



## 2011 Canberra and Capital Region Tourism Awards

### Category questions

### 28. VISITOR EXPERIENCE AWARD

This award recognises quality visitor experiences and is awarded to the three top scoring tourism operators/businesses based on two visitor experience appraisals conducted as part of the tourism award program. The criteria for the visitor experience appraisal includes the facilities, service, staff, website, tourism knowledge and sharing, complaint handling and other relevant items for each entrant type.

#### *Important Notes:*

- *Entrants can directly enter this category by nominating online at [www.canberratourismawards.com.au](http://www.canberratourismawards.com.au) and paying nomination fee B (\$396).*
- *Entrants in categories 1–2, 5–9, 11–13, and 16–26 will automatically be entered in this category following the completion of two visitor experience appraisals.*
- *Entrants in a category other than those mentioned above who wish to also be entered in this category and are appropriate to be mystery shopped, can choose to pay nomination fee B (\$396) to receive two visitor experience appraisals and be eligible for this award. You must notify the Tourism Awards Coordinator at [canberratourismawards@act.gov.au](mailto:canberratourismawards@act.gov.au) of your intent to receive two visitor experience appraisals.*
- *This category is awarded at the State/Territory level only and the recipients will not proceed to the Qantas Australian Tourism Awards judging process.*
- ***The criteria and rules for entry for the 2010 Canberra and Capital Region Tourism Awards DO NOT apply to this category.***
- ***No submission is required for this category.***