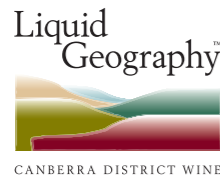


The 2012 Canberra and Capital Region Tourism Awards were presented by:

Gold sponsors



Silver sponsors



Bronze sponsors



Host sponsor



Supporters



2013 CANBERRA AND CAPITAL REGION TOURISM AWARDS

AWARDS UPDATE

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 Dinner which everyone involved in the tourism industry is encouraged to attend.

NEW CATEGORIES FOR 2013

- *Excellence in Food Tourism* – This category is open to food producers, providers, tour operators, cooking schools, food attractions, farm gate experiences, farmers markets, trails and other food tourism experiences in Canberra and Region, featuring Canberra and Region produce as the core component. This category is a pilot, and only offered at the local Awards level.
- *Award for Excellence in Tourist Accommodation* – New category open to all accommodation providers in Canberra and the region. The focus of this award is on both the facilities and services that enhance the tourism experience for the guest. This is a 'light' category, with a maximum of 10 pages to be completed. This category is a pilot, and only offered at the local Awards level.
- *Local Government Award for Tourism* – This category is open to all local government authorities and recognises excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and overall to their State/Territory's tourism industry. Offered at the national Awards level.

Revised categories and changes for 2013

- *Tourism Marketing* has become *Destination Marketing*. This category recognises creativity and innovation in a fully integrated destination marketing campaign that has proven to be successful in the marketplace.
- *Tourism Education Program* questions have been updated to bring them more in-line with other categories.
- *Question 5: Environmental Sustainability and Community* across the majority of categories these questions have been updated and revised.

New nomination fee structure

In 2013 we are introducing new nomination fees.

- **Nomination fee: \$99** (inc GST) – for businesses with fewer than 10 full time, permanent employees.
- **Nomination fee: \$275** (inc GST) – for businesses with more than 10 full time, permanent employees.
- **Visitor Experience Appraisal: \$99** (inc GST) – for businesses who would like to take part in the visitor experience appraisal (similar to the Rate Your Visit program from 2012. This will be a stand-alone category and the three winning entrants will be awarded the Visitor Experience Award).

IMPORTANT DATES

Friday 21 June	Nomination deadline
July and August	Entrant workshops
July and August	Site visit period
29 August – 19 September	Submission mentoring program
Thursday 3 October	Submission deadline
November	Gala Dinner

WHY ENTER?

The Canberra and Capital Region Tourism Awards program:

- Encourages and celebrates excellence, quality, professionalism and innovation within the Canberra and Capital Region tourism industry
- Provides a benchmark for best practice within the tourism industry
- Encourages continuous improvement
- Publicly recognises tourism excellence

The Awards:

- Assist as an excellent business planning tool
- Analyses the effectiveness of your marketing activities
- Contributes useful research
- Reviews goals and records achievements
- Provides a networking opportunity with other entrants, sponsors and the broader tourism industry

ASSESSMENT PROCESS

Awards will be assessed with consideration given to two key elements:

1. Written submission
2. Judges' site visit (for relevant categories)

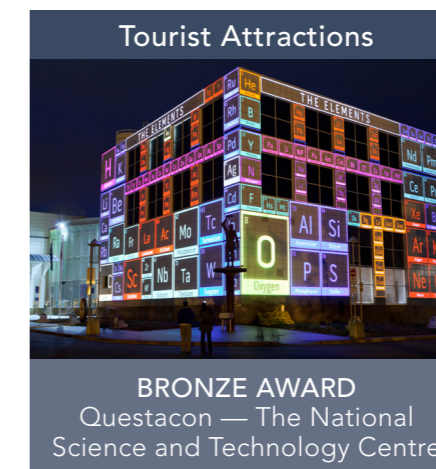
ENTRANT SUPPORT

There are a number of initiatives in place to support entrants when entering the Awards:

- 2 x entrant development workshops
- Submission mentoring program
- Student assistance program
- Guidance and advice through the Awards coordinator

Canberra and Capital Region Tourism Awards Winners for 2012

2012 Australian Tourism Awards



Winners at the 2012 Canberra and Capital Region Tourism Awards

Major Tourist Attractions	National Gallery of Australia
Tourist Attractions	Questacon — The National Science and Technology Centre
Major Festivals and Events	Floriade 2011 – A feast for the senses
Specialised Tourism Services	Canberra Glassworks
Visitor Information and Services	Southern Highlands Visitor Information Centre
Tourism Education and Training	CIT Tourism and Hotel Management
Deluxe Accommodation	Diamant Hotel Canberra
Luxury Accommodation	Hyatt Hotel Canberra
Qantas Award for Excellence in Sustainable Tourism	Novotel Canberra
Tourism Education Program	Museum of Australian Democracy at Old Parliament House
Outstanding Contribution by an Individual	Allan Williams
Young Achiever Award	Teone Nutt
Visitor Experience Award	Southern Highlands Visitor Information Centre Canberra and Region Visitors Centre Elm Cottage

Commendations

Major Tourist Attractions	Kosciuszko National Park
Tourist Attractions	Royal Australian Mint
Specialised Tourism Services	Handmade Canberra
Tourism Wineries, Distilleries and Breweries	Mount Majura Vineyard
Unique Accommodation	Elm Cottage
Deluxe Accommodation	Novotel Canberra
Tourism Education Program	Royal Australian Mint