

## 32. INTERNATIONAL READY

This category is open to Canberra and region tourism businesses or attractions delivering or aiming to deliver tourism products or service to international visitors. Entrants must demonstrate understanding of the international visitor and international markets.

### Notes

- This Award is only offered at the Canberra Region Tourism Awards level. Winners in this category will not proceed to the Australian Tourism Awards.
- Maximum submission length is 6,000 words.
- A site visit is not applicable to this category.

### 1. INTERNATIONAL READY TOURISM PRODUCT (20 points)

- a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview of the nature and history of your business in developing international ready tourism product. (5)
- b) Briefly describe your business plans and risk management strategies that will assist you succeed internationally. (5)
- c) Demonstrate your international market readiness, including your understanding of international markets, their cultural and business requirements and how you cater to these. (10)

### TIPS

- Take care to ensure that your response aligns to the category descriptor above.
- Include how and when the business started, staffing, where it is located and how it has developed since establishment. A location map may be helpful here.
- Briefly describe your business goals and outcomes in the qualifying period, focussing on your international readiness.
- Briefly outline the main risks and risk mitigation measures you have implemented in your business, again focussing on international readiness.
- What makes you different from your competitors – how will you succeed internationally? Have you developed relationships with international commercial partners, such as distribution partners, international agents/wholesalers, airlines, and how are these assisting your business?

## 2. DISTRIBUTION AND INNOVATION (20 points)

- a) Demonstrate how your business is ready for international distribution. (10)
- b) Describe any innovations you have implemented during the qualifying period to improve your business or products to cater for international visitors. (10)

### TIPS

- Do you work with ITO's and off shore wholesalers?
- Is your product priced at international commission levels?
- What international sales and marketing activities do you participate in?
- Which organisations are you members of that focus on export tourism?
- Have you created partnerships with other tourism products to distribute internationally?
- Innovation can be introducing new or significantly improved goods or services and/or implementing new or significantly improved processes, and the impact the innovation had on your business.

## 3. MARKETING (30 points)

- a) Describe your target markets, your unique selling points and how you communicate them to the market. (15)
- b) What innovative marketing strategies you have implemented to encourage international business for your product and demonstrate the success of these initiatives. (15)

### TIPS

- This question seeks to understand who you have aimed your international product marketing towards - who are they, location(s), age or demographics, how they purchase travel, what motivates and inspires them and how your product meets their expectations.
- What research have you conducted or used to determine your target markets? How do you know the target markets you identified are right for you?
- What have you done differently to attract your customers, such as social media, digital advertising, apps. Focus on innovative approaches to marketing, and detail how these new activities have been successful.

## 4. DELIVERY and CUSTOMER SERVICE (20 points)

- a) Describe how you measure customer satisfaction and identify areas for improvement for your international visitors. (10)
- b) What processes do you have in place to respond to customer feedback? (10)

### TIPS

- The international market can be quite different from domestic markets. What has your business done to become aware of, and cater to, different cultures, languages, etc. in the presentation and delivery of your product to your target international markets? Perhaps you have done research on these, or undertaken cultural awareness or staff training and development for international visitors? Has this improved the product and services provided to your international visitors?

- What processes do you have in place to understand how your customer feels about your product/service, e.g. feedback forms, monitoring social media, blogs, mystery shoppers, blogs, TripAdvisor, etc.? Explain how you respond to these communication channels.

## 5. SUSTAINABILITY (10 points)

- a) Describe how your product engages with and brings economic and social benefits to the local community. (5)
- b) Describe how your business contributes to environment sustainability in Canberra and region. (5)

### TIPS

- a) Here you could detail how your business financially contributes to the local economy in Canberra and region; for example, local purchasing or employing staff locally.
- b) Consider the social benefits you provide to your local community; for example, supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, working with local Aboriginal and Torres Strait Islander people.
- c) Explain your commitment to environmental sustainability, for example conserving and measuring water, waste management and energy.

**TOTAL SUBMISSION SCORE: \_\_\_\_\_/100**