

Top Tips and Tricks

for creating a stand-out tourism award submissions

Presented By: **Karina Groth**

Tourism Business Solutions



Technical Tips....

- Are you in the most appropriate category? Keep focused to remind judges of your suitability
- Tell your story.....passion and enthusiasm.....draw judges closer (use of tense – we & our)
- Formatting
 - Use paragraph spaces to create 'air-time'
 - Subheadings in bold
 - Bold key words if a lot of content
 - Tables that justify to the top of the table
- Use images that 'sing'

Measurement Data

- HOT TIP: This is what will set you apart above all other things!
- Show the judges that you know your metrics – prove your success
- Use bar charts to show comparison data (year on year)
- Use pie charts to show target market share
- Use tables to demonstrate goals vs strategies vs outcomes

Key questions to focus on.....

- Q 1 - Introduction
 - Avoid timeline style writing, tell a story, introduce your USP
 - Inject measurement data in the story eg. how many people have visited or stayed with you since opening
 - HOT TIP: Don't forget to answer Q 1 a) the second part of the question on key aspects of your business plan.
 - This sets the scene for the rest of your submission in terms of primary goals and objectives, include overarching measurement data.
 - Consider KPI's around Financial, Marketing, Customer Experience, Sustainability (environmental and community), Human Resource, Operational
 - This is where you can include information about staff development programs
 - Focus on accreditation and industry participation (link outcomes)

Key questions to focus on.....

- Q 2 – Business Development
 - Use tables and follow the same format throughout each part of this question. In part a) one column for NEW PRODUCT/EXPERIENCE/SERVICE, another for DESCRIPTION, and another for BUSINESS GROWTH/RESILIENCE.
 - Part b) another table, use same headings for the NEW PRODUCT/EXPERIENCE/SERVICE but then second column on WHY? Give rationale. Third column is where you will link back to the key business strategies introduced in Q 1.
 - Part c) show MEASURED outcomes.
 - HOT TIP: Measure, measure, measure 😊

Key questions to focus on.....

- Q 3 – Marketing
 - Be clear about your target markets – pie chart to show breakdown
 - Strategies are what marketing communication channels you used
 - Great submissions show judges you had different strategies for different target markets
 - Outcomes need to be linked to conversion results ideally
 - Printing 5000 brochures isn't an outcome, the 50 bookings that came from it and generated \$10,000 revenue is the result.
 - Link to local / regional / territory tourism plans
 - HOT TIP: Show judges what worked and didn't work

Key questions to focus on.....

- Q 4 – Customer Experience
 - Show metrics around reviews
 - Great submissions talk about repeat customers or word of mouth referrals
 - Include testimonials
 - Show your customer journey
 - HOT TIP: Inclusive practices are broad – great submissions consider all your target markets.

Key questions to focus on.....

- Q 5 – Responsible Tourism
 - A table is a great way to present environmental programs (what, why and outcomes)
 - Measure community programs, consider the multiplier effect of tourism
 - What does ethical mean to you? Provide practical examples of actions you have made in the period.
 - HOT TIP: Include metrics on your environmental initiatives (energy/water/waste)



Good Luck!