

The judging of your submission is a two-part process:

- Site Visit judging
- Submission judging

Site inspections are worth 20% of the total score being added to the submission score. The exceptions to this are:

- **Categories 3 & 4:** These categories do undergo a site visit, however no site visit points are awarded as this is just a verification process
- **Categories 8, 24 & 31:** These categories will be visited and evaluated but due to the potential diversity of potential entrants in this category, no site visit points will be awarded for the site
- **Categories 14, 26, 27, 29 & 31:** These categories do not undergo a site visit.

Submission judging will take place in **all** categories.

If it is not possible for the judge to undertake a site visit or experience your product please advise them when they call and organise alternative arrangements.

Site Visit Process

A member of the judging panel will contact you from July to arrange a convenient time to conduct the site visit, which can occur anytime from late July to early October. As a condition of entry into the Tourism Awards you are required to supply your product/service on a **complimentary basis** for the judge's site visit. In most cases the judge will be travelling in their own time with a partner. When the judge makes initial contact with you they will advise what will be required for the site visit.

The judge's main purpose of the visit is to experience your tourism product, service or experience as a regular tourist would, according to the packages and style of service that you offer. The judge will expect to interact with you, however, will not be able to discuss the scoring or report. It is recommended that you take the time to talk to the judge during the site visit process; they will be able to answer your questions and provide you with advice on the Tourism Awards entry process.

The site visit score will only be count towards your overall score at the state level to help determine winners in each category. **Scores from the site visit do not apply at the Australian Tourism Awards.** The primary purpose of the site visit is to support what is contained in your submission.

Here are some hints on what the judge is looking at during the site visit (an example of the site visit judging form will be provided on our website):

First impressions – parking, general access, directional signage/access, integration with general environment, initial impact and appeal, general maintenance of grounds and buildings, cleanliness/rubbish management.

Product – is it unique, does it have outstanding features, how does it compare with its competitors, any maintenance this year, any innovations this year, has it been innovative in packaging its product, does the pricing represent value for money, does it meet customers’ needs and expectations.

Management and staff – appearance, are staff friendly and helpful, evidence of management control/structure, evidence of awards/achievements, evidence of structured training.

Customer Service – initial contact – friendly & proactive, general atmosphere, provisions for customer feedback, signage and interpretive information, provision for special needs/disabilities, trading hours.

Service and Facilities – special/extra services and/or facilities, provision of visitor information, additional services to enhance the tourism experience, access to public facilities, visitor comfort and needs.

OH&S, Risk Management, Environmental – evidence of OHS policies and procedures, emergency procedures, management of safety hazards, OHS management practices, evidence of risk management policies and procedures, recycling of waste materials, evidence of environmental policies and procedures, such as energy & water conservation.

Professionalism – overall impact as a professional business, quality of product presentation and operating standards, evidence of contribution to broader tourism promotion & development, staff presentation, other awards received, training and interaction with visitors.

Site Visit Guidelines

The following site visit guidelines have been determined for judges and entrants. If you have any queries, please contact the Tourism Awards Coordinator.

NO	CATEGORY	GUIDELINES & INCLUSIONS
1	Major Tourist Attractions	Admission/entry to attraction – undertake any tours or experiences available to tourists. Inspect vehicles/assets essential to the operation. Site inspection further 20 points.
2	Tourist Attractions	Admission/entry to attraction – undertake any tours or experiences available to tourists. Inspect vehicles/assets essential to the operation. Site inspection further 20 points.
3	Major Festivals & Events	This category undergoes a site visit, however no site visit points will be awarded as this is just a verification process
4	Festivals & Events	This category undergoes a site visit, however no site visit points will be awarded as this is just a verification process
5	Ecotourism	Admission/entry to attraction – undertake any tours or experiences available to tourists. Inspect

		vehicles/assets essential to the operation. Site inspection further 20 points.
6	Cultural Tourism	Admission/entry to attraction – undertake any tours or experiences available to tourists. Inspect vehicles/assets essential to the operation. Site inspection further 20 points.
7	Qantas Award for Excellence in Aboriginal & Torres Strait Islander Tourism	Admission/entry to attraction – undertake any tours or experiences available to tourists. Inspect vehicles/assets essential to the operation. Site inspection further 20 points.
8	Specialised Tourism Services	This category is a combination of all products, services, tours and accommodation listed. Due to the diversity of potential entrants in this category, entrants will be visited and evaluated for verification purposes and therefore no points will be awarded for the site inspection.
9	Visitor Information Services	Admission/entry to nominee’s business – undertake any tours or experiences available to tourists that directly relates to the product being entered. Site inspection further 20 points.
10	Business Event Venue	Site visit of meetings & business facilities offered. Site inspection further 20 points.
11	Major Tour & Transport Operators	Undertake tour/experience available to tourists. If tour not available, visit the nominee’s depot/office and request contact details of 3-4 previous pax who can supply a verbal testimonial. Inspect vehicles/assets essential to the operation. Site inspection further 20 points.
12	Tour & Transport Operators	Undertake tour/experience available to tourists. If tour not available, visit the nominee’s depot/office and request contact details of 3-4 previous pax who can supply a verbal testimonial. Inspect vehicles/assets essential to the operation. Site inspection further 20 points.
13	Adventure Tourism	Undertake tour/experience available to tourists. If tour not available, visit the nominee’s depot/office and request contact details of 3-4 previous pax who can supply a verbal testimonial. Inspect vehicles/assets essential to the operation. Site inspection further 20 points.
14	Destination Marketing	Entrants in this category do not undergo a site visit. Therefore no site points are awarded.
15	Tourism Restaurants & Catering Services	Site visit of restaurant and facilities. Experience a meal - lunch or dinner. Menu offered will be at the discretion of the entrant. Site inspection further 20 points.

16	Tourism Wineries, Distilleries and Breweries	Admission/entry to winery/cellar door – undertake any tours or tasting experiences available to tourists. Site inspection further 20 points.
17	Caravan & Holiday Parks	Undertake site visit of the accommodation and facilities. Overnight stay optional at judge’s discretion. Site inspection further 20 points.
18	Hosted Accommodation	Undertake site visit of the accommodation and facilities. Overnight stay essential. Meals and/or provisions may be offered, however, entrants are not obliged to provide catering outside of regular packages offered to tourists. Site inspection further 20 points.
19	Unique Accommodation	Undertake site visit of the accommodation and facilities. Overnight stay essential. Meals and/or provisions may be offered, however, entrants are not obliged to provide catering outside of regular packages offered to tourists. Site inspection further 20 points.
20	Self-contained Accommodation	Undertake site visit of the accommodation and facilities. Overnight stay essential. Meals and/or provisions may be offered, however, entrants are not obliged to provide catering outside of regular packages offered to tourists. Site inspection further 20 points.
21	Standard Accommodation	Undertake site visit of the accommodation and facilities. Overnight stay essential. Meals and/or provisions may be offered, however, entrants are not obliged to provide catering outside of regular packages offered to tourists. Site inspection further 20 points.
22	Deluxe Accommodation	Undertake site visit of the accommodation and facilities. Overnight stay essential. Meals and/or provisions may be offered, however, entrants are not obliged to provide catering outside of regular packages offered to tourists. Site inspection further 20 points.
23	Luxury Accommodation	Undertake site visit of the accommodation and facilities. Overnight stay essential. Meals and/or provisions may be offered, however, entrants are not obliged to provide catering outside of regular packages offered to tourists. Site inspection further 20 points.
24	New Tourism Business	This category is a combination of all products, services, tours and accommodation listed. Due to the diversity of potential entrants in this category, entrants will be visited and evaluated for verification purposes and therefore no points will be awarded for the site inspection.

25	Excellence in Food Tourism	Site visit of food experience. Experience a meal - lunch or dinner. Menu offered will be at the discretion of the entrant. Undertake any tours or experiences available to tourists.
26	Outstanding Contribution by an Individual	Entrants in this category do not undergo a site visit. Therefore no site points are awarded.
27	SA Tourism Student of the Year	Entrants in this category do not undergo a site visit. Therefore no site points are awarded.
28	Tourism Education & Training	Site visit at nominee's offices/campus and facilities offered. Site inspection further 20 points.
29	Local Government Award for Tourism	Entrants in this category do not undergo a site visit. Therefore no site points are awarded.
30	South Australian Taxi Driver of the Year	Entrants in this category do not undergo a site visit. Therefore no site points are awarded.
31	Excellence in Accessible Tourism	This category is a combination of all products, services, tours and accommodation listed. Site inspection further 20 points.

Submission Judging

After submissions are received the judging panel breaks into groups of three and begin the task of reading submissions. Your submission will be independently read and scored by three judges – the total score is then calculated and the score from your visitation will be added.

When the judges convene, all scoring data is entered into a master scoresheet to determine who is to be declared the winner. If there are any anomalies, judges reassess the submissions to determine the winner.

It is quite likely that the judge who visited your business will not be the same judge who reads your submission. Therefore, it is important to make the most of the site visit & submission process to showcase your product. Auditors are involved in the judging process to ensure the rules for entry and judging are adhered to.

Feedback from the site visit and submission judging will be sent to all entrants after the awards completion, whether the tourism operator is a winner or not. Winner's feedback will be provided after the Australian Tourism Awards. The submission feedback represents the view of all three judges that read your submission.

Please note: judgement is given on the submission and is not a reflection of the product.

Medals

The entrant with the highest overall score in each category is declared the winner. Medals (Silver and Bronze) are awarded to the second and third highest scoring entrants, where the entrants have scored 75% or higher. 'Hall of Fame' recognition is awarded to entrants who win the same category three years in a row.



Winner – The entrant with the highest score in the category will be known as the winner and will go on to represent South Australia at the QANTAS Australian Tourism Awards in 2018.



Silver – Presented to the entrant with the second highest score in the category, where the entrant has scored 75% or higher.



Bronze – Presented to the entrant with the third highest score in the category, where the entrant has scored 75% or higher.



Hall of Fame – Presented to entrants who win the same category three years in a row.