

Question 1: Tourism Excellence

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Question 1: Tourism Excellence

- **Position** your business as a winner
- Be **confident** – why are you a serious contender for the Award?
- **Believe** you are an industry leader
- Set the **'tone'** and **'voice'** for your submission
- Paint a **'word picture'**

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- Let your personality shine through
- Capture the judge's imagination
- Convey passion for your business and the tourism industry
- Be tourism-focused

- Remember to balance your passion with factual information:
 - What is your business/product and what do you offer?
 - Why are you different or special?
 - Don't assume prior knowledge
 - Pitch to a national judge – location, region, kms/drive times from Adelaide

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Question 1a

- Why does your business 'fit' this category?
- Pay close attention to the category description
- **Failure to demonstrate your eligibility will be reflected in your score**
 - What are you? What do you offer?
 - When was the business started and how has it evolved?
 - Who owns and works in the business?
 - Where is it located?



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Question 1b

- Clearly state what your business offers tourists.
- What sets you apart from your competitors?
- Start with an introductory paragraph to introduce the product, then use dot points to outline each aspect of the experiences and services on offer.
- Sell your sizzle! Make us want to visit/experience your business.

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Question 1c

- Define tourism excellence
- How do you ensure you deliver an excellent tourism product?
- What is your philosophy (or approach) when it comes to the tourism industry and how does this set you apart?
- What values are important to your business?
- Does your business have tourism or other relevant accreditation, or has it achieved recognition in any other award programs?

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Question 1d

- 1c was focused on your 'big picture' approach to tourism – your philosophy, values, commitment
- 1d contains the evidence
- You need to demonstrate **understanding** of the tourism industry
- How does your business 'fit' into the tourism industry – both at a regional, state and national level
- Clearly define your contributions to the industry at each level



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Examples for Question 1d

Regional

- Member of local tourism association
- Advertise in regional visitor guide
- Participated in cooperative advertising campaign for your region
- Famils for local VIC volunteers and provision of brochures

State

- Attended SATC briefings and seminars
- Attended SATIC Conference and training seminars
- Advertised in SA Holidays program
- Provide accommodation for SATC famils

National

- Attend Discover SA trade show
- Attend Australian Tourism Exchange
- Participate in Tourism Australia media and trade famils



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- Sell it to us!
- Tell us why you are the best
- Show us that you 'get' the industry
- Show us that you're active in tourism
- Let the passion and personality of your business shine through.....
- BUT don't forget the facts

