



## **Best Tourism Business/Attraction of the Year - Major**

This category recognises a business/attraction that offers a high-quality overall experience thereby making a strong contribution to the visitor economy of the region. Entrants in this category are required to demonstrate that they meet minimum visitation standards of around 300,000 to enter the awards.

### **Scoring**

- **Written submission: 75 marks**
- **Online reviews & social media: 10 marks**
- **Mystery visit: 15 marks**
- **Total score: \_\_\_/100 marks**

### **Written submission - 75 marks**

1. Provide an overview of the nature of your business/attraction experiences and services with history of when it was established. (All logos of business and campaign images to be attached in jpeg, 150-200 words)
2. Provide a case study and example how your business has increased visitation attaching any visitation number analytics (will be treated confidentially). Economic benefit in \$ approximate. (100-150 words)
3. Attach media file showing casing your venue. State your success factor in attracting local, regional, and international markets and campaigns that have created visitation for the destination as well (100 words)
4. How has the business made an impact on the community via Responsible Tourism (50 words)
5. Any sustainability practices/efforts followed by your business? (50 words)

### **Online reviews & social media - 10 marks**

Social media analysis: Page hits on social media (give mix of platforms and customer sentiment with ratings) – Give screen shot of jpeg pages. (100 words)

### **Mystery visit - 15 marks**

Judges will choose to visit this and mark accordingly.

Please submit the above and send by drop box link:

- Your completed nomination forms.
- Jpeg images
- Media files in Mp3
- Your company logo in jpeg
- Your contact details, email phone number and name of business and address
- Make payment of \$150 admin fee of the link given and attach.
- Email all the above to: [wstawards@visitsouthwestsydney.com.au](mailto:wstawards@visitsouthwestsydney.com.au)
- Submission deadline is **by 15<sup>th</sup> June 2024.**

**Good luck!**

**Book your Awards night tickets to support this incredible event for Industry!!**