



Best Visitor Economy Event – Night Visitation

This category recognises an event that committed to delivering a vibrant, safe, and diverse night-time performance, contributing to build livelier, safer, and better-connected after-hours communities, and revitalize night-time economy of Western Sydney region. Entrants in this category are required to demonstrate that they meet minimum visitation standards of bringing in 25,000 plus to enter the Tourism Awards.

Scoring

- **Written submission: 70 marks**
- **Online reviews & social media: 30 marks**
- **Total score: ___/100 marks**

Written submission - 70 marks

1. Provide an overview of the nature of your event 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 event has increased visitation attaching any visitation number analytics (will be treated confidentially). Economic benefit in \$ approximate. (100-150 words)
3. Attach media file showing case your event. State your success factor in attracting local, regional, and international markets. (100 words)
4. Did you engage with Local artists and performers to deliver a memorable experience for visitors and helped create a positive atmosphere? (50 words)
5. Any sustainability practices/efforts followed by your event? (50 words)

Online reviews & social media - 30 marks

1. Strategic posts and updates were made on social media platforms to increase awareness and attract attendees.
2. Page hits on social media (give mix of platforms and customer sentiment with ratings) – Give screen shot of jpeg pages. (100 words)

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 \$120 admin fee of the link given and attached.
- Email all the above to: wstawards@visitsouthwestsydney.com.au
- Submission deadline is **by 15th July 2024.**

Good luck!

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