



## **Tour Group Experience of the Year**

This category recognises a tour business that enhances the profile/awareness and appeal of the destination through their experience with marketing campaign creating economic impact, increased visitation, and community involvement. Entrants in this category are required to demonstrate that they meet minimum **business visitation standards of bringing in 50 plus tours a year 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 group tour experience and regions of travel you cover (All logos of tour & and campaign images to be attached in jpeg) (150-200 words)
2. Provide a case study and example how your campaign has increased visitation attaching any visitation number analytics (will be treated confidentially). Economic benefit in \$ approximate? (100-150 words)
3. Attach media file showing your tour campaign. State your success factor in creating tour and the mix of visitation it created in local, regional, and international markets. (100 words)
4. What kind of community engagement did the tour experience? (50 words)
5. What market segments did the tour bring in? (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 revisit this and mark accordingly.

Please submit the above and send by drop box link:

- Your completed nomination entry on word doc
- 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 on our website link "Pay Nomination Fee".



Email all the above to: [awards@wstourism.com.au](mailto:awards@wstourism.com.au)

**Submission deadline: 20<sup>th</sup> July 2026**  
**Finalists Announced: 3<sup>rd</sup> August 2026**  
**Awards Night: Friday, 16<sup>th</sup> October 2026**

**Good luck!**

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

**Thank You,  
Western Sydney Tourism Taskforce NSW Inc**