



## **Tourism Transformation Excellence Award** **- New/Refurbished Project**

**This award recognizes excellence in the planning, design, and execution of a new tourism development or a major capital refurbishment.** It honors projects that demonstrate a clear vision, seamless integration of design and function, and a measurable positive impact on the guest experience. The award highlights projects that not only improve a single business but set a new benchmark for quality and innovation within the tourism and hospitality sector.

### **Scoring**

- **Written submission: 70 marks**
- **Evidence & Reference: 15 marks**
- **Online reviews & social media: 15 marks**
- **Total score: \_\_\_/100 marks**

### **Written submission – 70 marks**

1. What was the primary objective of this new build or refurbishment? Describe the design philosophy and how the finished project reflects your brand identity and the local environment. (150-200 words).
2. How has the new design improved operational flow and efficiency? Specifically, how does the layout enhance the ability of staff to deliver service and the ease with which guests navigate the space? (100 words)
3. Outline the sustainable practices, materials, or technologies (e.g., energy-efficient HVAC, water recycling, locally sourced materials) integrated into the project. What were the long-term environmental goals? (100 words)
4. Since completion, how has this project impacted your business performance? Provide data on increased revenue, occupancy, or average daily rate (ADR) that can be directly attributed to the transformation. (100 words)
5. What unique features or technologies have been introduced that distinguish this project from competitors? How does this project represent the future of hospitality or tourism? (100 words)

### **Evidence & Reference - 15 marks**

Please include at least 6 high-resolution photos showing the transformation.

### **Online reviews & social media - 15 marks**

Customer feedback specifically regarding the new features or refurbishment.

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**