



The Travel Awards

MEDIA PARTNER

Better
Homes
and Gardens

PRINCIPAL PARTNER

CRYSTAL

ENTRIES CLOSE
30 August

LATE ENTRIES CLOSE
06 September

FINALISTS ANNOUNCED
03 October

AWARDS NIGHT
29 November

ENTRY CRITERIA

Tourism Board of The Year

This category is for tourism boards both big and small. It is designed to reward the great work done amongst trade and consumers in an effort to raise a destinations' profile and ultimately visitation.

In submitting your entry, we ask you to think about the period of business from the financial year of 2018/2019 – from 1 July 2018 to 30 June 2019.

Entrants into Tourism Board of the Year may also enter Destination of The Year, should they wish.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the follow sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)

Please provide some context and data on how the destination has performed from the Australian market. The judges are particularly interested in visitation numbers, year on year growth, length of stay, average expenditure etc.

20 points

Question 3 (300 words max)

Please tell us about three challenges facing the tourism board and how you have overcome these successfully.

20 points

Question 4 (500 words max)

Why should your tourism board be crowned Tourism Board of the year?

40 points

Question 5 (200 words max)

What marketing initiatives are you most proud of from this year?

10 points