



## **CATEGORY 2 - TOURIST ATTRACTIONS**

This category recognises natural or built tourist attractions that attract significant visitor numbers during the qualifying period for Western Australia.

### **Important notes:**

- Entrants in this category cannot enter Category 1.
- Attractions that are not open all year round will need to explain their basis for seasonal operations.
- The numbers after each sub-question refer to the judges' weighting

### **Question 1 TOURISM EXCELLENCE (20 marks)**

- a) Demonstrate your eligibility for this category as related to the descriptor above and provide a brief overview on the nature and history of the business. (6)
- b) What tourism products, experiences and services do you offer visitors? (6)
- c) Describe your commitment to tourism excellence. (4)
- d) Describe your involvement in the tourism industry. (4)

### **Question 2 BUSINESS PLANNING (20 marks)**

- a) Provide an overview of the key features of your business plan including goals, strategies and outcomes. (6)
- b) Describe any innovations that have taken place during the qualifying period to improve your tourism business and demonstrate how these innovations enhance your tourism experiences/services. (6)
- c) What investment has been made in staff training and development and how has this improved the services provided to your visitors? (4)
- d) Describe the main risks for your tourism business and the risk mitigation measures you have implemented. (4)

### **Question 3 MARKETING (20 marks)**

- a) Who are your target markets? (4)
- b) How do you know your product/service meets the needs of your target markets? (4)
- c) What are your unique selling points and demonstrate how you communicate these to your target markets? (6)
- d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (6)



**Question 4 CUSTOMER SERVICE (20 marks)**

- a) Describe your customer service philosophy/values. (5)
- b) Explain how you provide for visitors with specific needs. (5)
- c) Describe how you measure customer satisfaction and identify areas for improvement. (5)
- d) What processes do you have in place to respond to customer complaints? (5)

**Question 5 SUSTAINABILITY (20 marks)**

- a) Demonstrate how your business contributes to the local economy. (6)
- b) Demonstrate how your business engages with and brings benefits to the local community. (7)
- c) Describe how your business cares for the local environment. (7)

**TOTAL SCORE: \_\_\_\_/100**

**Please note:** You will be sent a Category Toolkit when you nominate to assist you with preparation of your submission. If you don't receive one please request one via email at [jwood@tourismcouncilwa.com.au](mailto:jwood@tourismcouncilwa.com.au)