



CATEGORY 23 – LUXURY ACCOMMODATION

This category is open to properties that typify luxury across all areas of operation. Guests should enjoy an extensive range of facilities and comprehensive or highly personalised service relevant to the accommodation type. Properties at this level will display excellent design quality and attention to detail.

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 guests? (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 guests 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 benefits 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