



CATEGORY 9 – VISITOR INFORMATION SERVICES

This category recognises the consistent delivery of high quality and face to face information services to the visitor. It is open to Visitor Information Centres/Tourist Offices, Local Tourist Associations and Regional Tourism Organisations.

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? (5)
- c) Describe your commitment to tourism excellence. (4)
- d) Demonstrate your involvement in the tourism industry and describe the services you offer tourism industry stakeholders/partners. (5)

Question 2 BUSINESS PLANNING (20 marks)

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

Question 3 MARKETING (20 marks)

- a) Who are the target markets for your Visitor Information Service? (5)
- b) How do you know your Visitor Information Service meets the needs of your target markets? (5)
- c) What are your unique selling points and demonstrate how you communicate these through marketing conducted by your Visitor Information Service? (5)
- d) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business to your Visitor Information Service and demonstrate the success of these initiatives. (5)



Question 4 CUSTOMER SERVICE (20 marks)

- a) Describe your customer service philosophy/values. (5)
- b) Explain how your Visitor Information Service provides for guests/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 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