



2026 7NEWS Top Tourism Town Awards

Frequently Asked Questions – Customer Review Component

Shiji ReviewPro Reputation & GRI Basics

1. What is Shiji ReviewPro Reputation and why is it part of the awards?

Shiji ReviewPro Reputation is a reputation management tool that aggregates and analyses guest reviews from multiple online platforms. It calculates a Global Review Index (GRI) score that provides an objective measure of customer satisfaction based on real visitor experiences.

The customer review component is worth 20% of your overall score in the Top Tourism Town Awards. By including local accommodation and attraction businesses in your submission, you provide the judges with authentic visitor perspectives about the quality of experiences in your town. This complements your submission materials (70%) and the consumer vote (10%) to create a comprehensive picture of your town's tourism offering.

2. How is the Global Review Index (GRI) calculated?

The GRI is an online reputation score (out of 100) based on review data collected from over 175 online travel agencies and review platforms.

For your submission, the GRI from each accommodation and attraction business you list will be collected, then combined and averaged to determine your overall GRI score. This means the more businesses with strong review scores you include, the better your overall customer review component score will be.

3. Which review platforms does Shiji ReviewPro Reputation pull from?

Shiji ReviewPro Reputation aggregates reviews from over 175 online sources, including major platforms such as:

- TripAdvisor
- Google Reviews
- Booking.com
- Expedia
- Hotels.com
- Facebook
- And many other online travel agencies and review sites

This comprehensive approach ensures a complete picture of each business's online reputation across the digital landscape.



4. What time period do the reviews cover?

The GRI will be generated for the period 1 March 2025 to 28 February 2026. Businesses will need to have received 25 eligible reviews during this time to generate a GRI.

Business Selection

5. How do I choose which businesses to include?

When selecting businesses to include in your submission, consider:

- **Strong online presence:** Businesses that actively receive reviews across multiple platforms and maintain good ratings
- **Consistent quality:** Businesses with a track record of positive visitor experiences
- **Representation of your town:** A mix of accommodation and attractions that showcase what makes your town special
- **Review volume:** Businesses with sufficient recent reviews to generate a reliable GRI score

Your assigned TCWA Membership Officer can help you verify which businesses have enough reviews and can generate a GRI before you finalise your list. We strongly encourage you to work with them early in the process to ensure the businesses you want to include will contribute effectively to your score.

6. Can I include businesses outside the town boundary?

Businesses should be located within your nominated town/geographical area.

Entrants in the **Tiny Tourism Town** category can use businesses within their shire/region, where a visitor would reasonably be able to access the attraction during their stay. This recognises that smaller towns may not have sufficient attractions within strict town boundaries.

Top Tourism Town and Small Tourism Town entrants should focus on attractions within or immediately adjacent to their nominated town.

7. What if a business I want to include doesn't have enough reviews?

If a business doesn't have sufficient reviews to generate a reliable GRI score, it won't contribute meaningfully to your customer review score component.

This is why we encourage you to:

1. Identify your intended businesses early
2. Contact your assigned TCWA Membership Officer to verify the business can generate a GRI
3. Have backup options ready in case your first choices aren't suitable



Your Membership Officer can help you assess which businesses in your area have adequate review presence before you finalise your submission.

8. Can I include my own Visitor Centre if I'm entering on behalf of the town?

Entrants are actively encouraged to include other businesses in their town rather than the Visitor Centre, unless absolutely necessary.

9. What counts as "accommodation" vs "attractions/activities"?

Accommodation

Includes:

- Hotels, motels, resorts
- Bed & breakfasts, guesthouses
- Caravan parks, holiday parks
- Self-contained apartments, holiday rentals
- Glamping sites, eco-lodges

Attractions/Activities

Include:

- Tourist attractions (e.g., museums, galleries, wildlife parks)
- Tour operators and experience providers
- Adventure activities (e.g., kayaking, climbing, cycling tours)
- Cultural experiences and workshops
- Restaurants and food/wine experiences that function as tourism attractions
- Event venues or experiences

Selecting local attractions to include in your Top Tourism Town Awards submission is important because they contribute to your ReviewPro score. To help you decide which to choose, please consider the following:

1. Does it meet the definition of an attraction?

A tourist attraction is a place, site, feature or activity that attracts visitors and contributes to a destination's appeal because of its value, interest, beauty, cultural or historic significance, or provides leisure and recreational experiences.

They may be natural features, cultural assets, special interest sites, or built features.



Examples:

Restaurants, cafés, hotels or similar are considered an attraction if they provide an experience other than just being a place to eat or drink, or have a reputation-based following. Examples include a restaurant with a gallery attached; a pie shop with ‘the best pies’; wineries, breweries, distilleries.

2. Does it collect managed online reviews that would contribute to your ReviewPro score?

If the attraction has existing online reviews, such as through TripAdvisor or Google, and the reviews are managed by an organisation that owns or manages the attraction, it can meaningfully contribute to your overall submission score.

3. Is the attraction eligible to join Tourism Council WA?

Membership of Tourism Council WA is open to businesses and organisations involved in tourism, and ReviewPro accounts are provided free to members of Tourism Council WA. Any attraction (or asset) that is owned or managed by a business or organisation is eligible to join Tourism Council WA, if it isn't already a member. If the attraction (or asset) is managed by an existing member (such as a Local Government), there may be additional fees to extend membership to the attraction.

Example:

A natural feature will qualify as an attraction if it has a Google Maps or TripAdvisor listing, as well as being managed by an organisation or business that is a member of (or is eligible to become a member of) TCWA.

Grey areas: A pub with accommodation could be listed as either, depending on how it primarily operates and receives reviews. Discuss borderline cases with your Membership Officer to determine the most appropriate classification.

Process & Timeline

10. When should I start identifying businesses?

As early as possible - ideally immediately after your nomination is confirmed.

Key milestone dates:

- **Nominations close:** Thursday, 19 February 2026
- **Target for business list confirmation with TCWA:** Thursday, 19 February 2026
- **Submissions close:** Tuesday, 10 March 2026

Starting early allows time for:

- Contacting businesses and obtaining their consent



- TCWA verifying businesses can generate a GRI
- Creating Shiji ReviewPro Reputation accounts for businesses that need them (if they become TCWA members)
- Adjusting your list if any businesses decline or aren't suitable

Waiting until late February significantly reduces your options and may compromise your customer review score if suitable businesses can't be confirmed in time.

11. How long does it take to create a Shiji ReviewPro Reputation account for a business?

Once a business becomes a TCWA member, creating a Shiji ReviewPro Reputation account typically takes around four weeks. However, this timeline can vary depending on the volume of requests being processed.

This is another critical reason to start the process early. If you wait until late February to identify businesses that need Shiji ReviewPro Reputation accounts created, there may not be sufficient time to complete the process.

12. What if a business I've contacted hasn't responded?

If you've reached out to a business using the template letter provided and haven't received a response:

1. **Follow up directly** via phone or in person if possible - sometimes written requests get overlooked
2. **Contact your assigned TCWA Membership Officer** - let them know which businesses haven't responded. With your permission, they may be able to make contact on behalf of TCWA to help facilitate a response
3. **Have backup options ready** - if a business remains non-responsive, you'll need alternative businesses to include

We recommend setting response deadlines for businesses at least 2 weeks before the March 5 submission deadline to allow time for this follow-up process.

13. Do the businesses need to do anything once they've agreed?

If they're already a TCWA member with a Shiji ReviewPro Reputation account, then no. Once a business has agreed to be included and their Shiji ReviewPro Reputation account is set up (or confirmed if they already have one), the process is entirely passive from their perspective.

They don't need to:

- Provide any additional information
- Take any action



- Do anything differently with their existing review platforms

Shiji ReviewPro Reputation simply aggregates publicly available review data that already exists online. The business continues operating normally while their GRI is calculated for your submission.

Businesses which are not TCWA members or which do not have a Shiji ReviewPro Reputation account will be contacted by a TCWA Membership Officer. If they are not a member and wish to join, there is some administration to undertaken to activate membership.

14. Can I change which businesses I'm including after I've told TCWA?

Yes, you can make changes up until you submit your final entry on **Tuesday, 10 March 2026**. However, we strongly encourage you to finalise your business list by **mid-February** for several reasons:

- If a replacement business needs a Shiji ReviewPro Reputation account created, there may not be sufficient time
- Late changes create additional work for Membership Officers and may delay verification
- You need time to obtain consent from any new businesses you add

If you do need to make changes, contact your assigned Membership Officer as soon as possible to discuss options and timing.

Membership & Costs

15. Do all the businesses I list need to be TCWA members?

Yes, because Shiji ReviewPro Reputation accounts are provided complimentary as a benefit of Tourism Council WA membership.

This means:

- Businesses that are already TCWA members with Shiji ReviewPro Reputation accounts can be included immediately
- Businesses that are TCWA members without a Shiji ReviewPro Reputation account can have accounts created for them
- Businesses that are not TCWA members and already have a Shiji ReviewPro Reputation account will need to join TCWA to be a part of your submission
- Businesses that are not TCWA members will need to join to access a Shiji ReviewPro Reputation account

If you're considering including non-member businesses, factor in time for them to join TCWA and for their Shiji ReviewPro Reputation accounts to be established.



16. What if a business doesn't want to join TCWA?

If a business declines to join TCWA membership, they cannot be included in your submission's customer review component because Shiji ReviewPro Reputation accounts are exclusively a membership benefit.

In this case, you will need to:

- Select an alternative business that is willing to participate
- Work with your Membership Officer to verify the replacement business is suitable

This is why we encourage you to:

1. Have more businesses in mind than you actually need to list
2. Start the conversation early so you have time to find alternatives
3. Clearly explain the benefits to businesses (using the template letter provided)

Your Membership Officer can also help discuss the value proposition of TCWA membership with businesses if needed.

17. Who pays for the Shiji ReviewPro Reputation accounts?

Shiji ReviewPro Reputation accounts are provided **at no additional cost to businesses as a complimentary benefit of TCWA membership.**

There is no separate fee for the Shiji ReviewPro Reputation account itself - it's included in the membership package. Businesses only need to maintain their TCWA membership to retain access to Shiji ReviewPro Reputation.

18. What's involved in TCWA membership for businesses?

TCWA membership provides Western Australian tourism businesses with access to industry support, professional development, networking opportunities, and member benefits including Shiji ReviewPro Reputation accounts.

When you contact businesses about participating in your submission, your assigned Membership Officer can provide specific membership information relevant to each business's circumstances.

Submission

19. What information do I need to provide in my submission about these businesses?

For each accommodation and attraction business you include, you need to provide:

1. **Business name** - exactly as it appears on review platforms



2. **Review site URL** - a link to the business's profile on a major review platform (e.g., TripAdvisor, Google, Booking.com)

You must also tick the box confirming you have obtained consent from each business for TCWA to create a Shiji ReviewPro Reputation account (if needed) and access their GRI for scoring purposes.

This information is entered via the Quality Tourism Framework online portal as part of your submission by 5pm on Tuesday, 10 March 2026.

20. What happens if I can't get enough businesses to participate?

If you cannot secure the required number of businesses for your category, your customer review component score will be impacted:

- **Top Tourism Town:** requires 5 accommodation + 5 attractions
- **Small Tourism Town:** requires 3 accommodation + 3 attractions
- **Tiny Tourism Town:** requires 2 accommodation + 2 attractions

Potential impacts:

- Partial participation (e.g., 4 out of 5 required businesses) will result in a lower average GRI score
- Missing businesses entirely means you'll receive zero points for those positions, significantly reducing your 20% customer review component

Solutions:

- Start early to maximise your chances of securing participation
- Identify backup options from the beginning
- Work closely with your assigned Membership Officer who can help identify suitable alternatives
- Consider reaching out to businesses beyond your immediate network

This is precisely why we've implemented this engagement process - to help you avoid this scenario by working with you throughout the nomination period.