

Northern Territory Visitor Experience Award

This category recognises Northern Territory based tourism businesses that are offering the best experiences that connect the NT's physical assets with the emotional interactions that visitors want to experience.

Businesses eligible for this award are NT based tour operators, accommodation providers and tourist attractions. Previous winners are ineligible to enter.

Submission length – maximum 3000 words

The winner of this category will receive a \$10,000 grant to assist the recipient in expanding their tourism business opportunities.

Tourism NT reserves the right to work with the winning entrant to develop a case study of their business to be used as part of the Tourism Enterprise Development Program.

Category Criteria:

Think about all or some of the following when preparing your entry:

1. Authentically local – authentic local NT experiences that provide exceptional added value.
2. Interactive – visitors want to enliven their senses and to smell, touch, hear and see something that they can't experience elsewhere to make their visit truly memorable.
3. Visitor inspired – experiences must focus completely on the visitor, to understand, meet and exceed their visitor needs by placing the visitor at the heart of every aspect of your experience.
4. Our stories – how visitors uncover the stories of the NT through the design and delivery of your tourism experiences.

TOURISM EXPERIENCE (10 marks)

- a) Provide a brief history and description of your tourism product. (5 marks)
- b) Who are your target markets and what tourism products, experiences and services do you provide to cater for these target markets? (5 marks)

MARKETING AND BUSINESS PLANNING (15 marks)

- a) Please provide the following statistics:

	2018/2019	2017/2018	2016/2017
Total visitor numbers			

Please explain any differences/contributing factors to the change in numbers.
Where there any key elements that led to any changes? (2 marks)

- b) Describe the innovative marketing strategies you have implemented to encourage new and/or repeat business and demonstrate the success of these initiatives. (3 marks)
- c) Provide details of the improvements you have made to your tourism product, experience or service over the last two years. (5 marks)
- d) What are the main objectives of your tourism product for the next 2 years? How are you planning to achieve these and how will you measure success? (5 marks)

VISITOR EXPERIENCE (25 marks)

- a) What investment has been made in staff training and development and provide examples of how has this improved the services provided to your visitors? (5 marks)
- b) The prize for this category is a grant of \$10,000 towards Tourism Product Infrastructure Enhancement. How would your business use this grant and providing feedback from guests, how would that enhance your visitor experience? (0 marks)
- c) Reviews and responses will be correlated by Review pro and a score given based on your ranking points. No response is required here however we recommend you monitor your reviews to maximise your points. (20 marks)

TOTAL SCORE: _____/50

No site verification meeting