



Tourism Industry
Council Tasmania



Top Tourism Town Entrant Guidelines and Rules 2022

The Top Tourism Town Awards showcase the value of tourism to the towns and communities across Australia and celebrate the diversity and outstanding regional destinations of our country.

This Awards is presented in three categories:

- **Top Tourism Town Award** – those with a population over 5,000 people.
- **Small Tourism Town Award** – those with a population below 5,000 people, but above 1,500 people.
- **Tiny Tourism Town Award** – those with a population below 1,500 people

The following information provides a guide to support towns in their submission for a top tourism town, as well as forming the rules and entry requirements for their submission.

Eligibility

The following information outlines the eligibility criteria for entrants.

- The nomination can be made by one of the following– Accredited Visitor Information Centres, Local Councils, DAP groups, LTOs or RTOs.
 - The entry must include a website that fits the following criteria:
 - Is a travel/tourism focused website that includes the town
 - Has a copy of the itinerary available on the site
 - Displays the video on the site
 - Has an online booking functionality to book tourism activities within the town
 - Where online bookings are not available, link(s) on the nominated tourism website to the individual businesses' website(s) is sufficient
 - There can only be one nomination per town
 - If more than one nomination for the same town is received, the awards Program Manager has the right to accept which one will proceed. The hierarchy of which would be accepted would apply:
 - 1. Accredited Visitor Information Centre
 - 2. Local Council
 - 3. DAP groups, LTOs or RTOs
- Nominations are open to any city or town, specifically relating to geographical towns and population centres, not Local Government Areas.
 - Top Tourism Town Award - those with a population over 5,000 people
 - Small Tourism Town Award – those with a population under 5,000 people, but greater than 1500
 - Tiny Tourism Town – those with a population under 1500
 - Consensus data from the ABS should be used to determine population size
- Nominations and submissions must be made via the Quality Tourism Framework

Entry Requirements

The following information will be required from the entrant within their submission.

Media & Promotional

- The name/details of the person who will accept the awards at the Awards Presentation should you win the category
- The name/details of the person who will be corresponding with the Media should you win the category
- A separate 100-word description about your town
- 2 hero images that best depict your entry

Town Introduction

- An overview of the town including target market and its commitment to tourism

Visitor Itinerary

- An itinerary for a defined target market (e.g. two adults and two children) for the number of days/nights as per your category requirements
 - Top Tourism Towns
 - 4 days/3 nights
 - Small Tourism Town
 - 3 days/2 nights
 - Tiny Tourism Town
 - 2 days/1 night
- Entrants must submit a text and optional PDF version of the itinerary.
- Include both accommodation and activities
 - Note: entries can use product/s that are not directly in their shire/region, however visitors must be able to reasonably access during their stay.

Video

- A 30 second – 2-minute promotional video which highlights the key attractions and experiences in the nominated town or city.
- The video must be submitted in MP4 format and must be wide-screen and high-definition.
- The video must be suitable for public viewing and cannot infringe on the intellectual property, privacy, publicity, ownership or any other legal or moral rights of any third party.

Editorial Article

- A short editorial article on why visitors should come to your town or city and what they could experience during their visit.
- The article must not be more than 800 words and entrants must submit both a Word and PDF version of the article.
- The article should be written in the style of a feature article for print or online media.
- The article must be accompanied by six images.
 - Images to be high resolution PNG files (less than 250kb)



- All images must be free of copyright and will be used during the Awards presentation and on certificates.

Accommodation and Attractions

- A list of accommodation and attraction activities that can generate a GRI score via ReviewPro.
 - Top Towns – 5 of each (5 x accommodation, 5 x attraction)
 - Small Towns – 3 of each (3 x accommodation, 3 x attraction)
 - Tiny Towns – 2 of each (2 x accommodation, 2 x attraction)

^The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI.

Judging Process

The following information outlines the judging process for the Top Town Awards.

The judging process will be overseen by the state/territory Chair of Judges.

There are three components to the judging process which will determine your overall score:

- Submission review
- Consumer vote
- Customer review (ReviewPro GRI)

The submission score will be combined with the consumer vote and review elements to determine your overall score.

Submission Review

A panel of three experienced judges will review the written submission (including article, video and itinerary) and score individually.

These scores are combined and averaged out to determine your submission review score.

The submission review will be worth 65% of the total score available.

Consumer vote and review

Consumer Vote

<States to insert details of their public vote process. The following example is from Tasmania:

In July, The Mercury Newspaper will invite Tasmanians and visitors to Tasmania to jump on their website, review the videos submitted by our finalists showcasing our entrants, and then vote for their favourite Tassie Tourism Town. This will be a popular vote. There will be no weighting for size of town.>

The consumer/public vote will be worth 25% of the total score available.

ReviewPro GRI

In order to gain a perspective from visitors that have visited and experienced the town a GRI from ReviewPro will form part of the entrants score.

A GRI is an online reputation score based on review data collected from over 175 online travel agencies. Businesses will offer a number of accommodation and attractions within their town (dependent on which category they are entering) and the GRI from each will be combined then averaged to determine the entrants GRI score.

The ReviewPro GRI will be worth 10% of the total score available.

Weighting

The following information provides a guide for entrants on what the judges will be looking for within their review, and how each section is weighted.

- Introduction (5)
 - The town was able to demonstrate that they have a commitment to growing tourism
 - Target market is clearly identified, and rationale of target market is clear and sound

- Editorial & Photos (20 marks)
 - Thought, style and theme of the writing is of high quality and in the style of a feature article.
 - Writing has been directed to the visitor
 - Theme is consistent with specified target market and the video and itinerary supplied.
 - The theme reflects the brand and values of the town
 - A compelling and enjoyable proposition for specified market
 - Photos
 - Photos are shot in a creative and interesting way to evoke an emotional response.
 - Photos and editorial are connected.

- Video (20 marks)
 - The video concept is creative and interesting to evoke an emotional response
 - Theme reflects the brand and values of the town and connects to the editorial and itinerary
 - Narrative and imagery are connected e.g. the story/description/voice over is connected to what is being viewed throughout the video
 - Key attractions and experiences are shown.
 - Production of the video is of high quality.
 - The town is at the centre of the concept

- Itinerary (20 marks)
 - Theme of itinerary is consistent with specified target market
 - Theme of itinerary reflects the brand and values of the town that have been identified in the video and editorial
 - The itinerary is achievable
 - A range of experiences/attractions are presented, with seasonality noted, if applicable
 - A compelling and enjoyable proposition that entices the reader to visit

- Consumer vote (25 marks)
 - State/territory level only
 - Consumers can vote for one town in each category



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- ReviewPro (10 marks)
 - The ReviewPro GRI score for the experiences and accommodation are combined and averaged to provide a town GRI

Tips for Entrants

- Your three elements must all relate back to this target market.
- The various components (itinerary, video, editorial, photos) must be aligned in theme, tone and who they are targeting.
- The judges or consumers may not know your town or city. Your editorial should be written so that judges and consumers are excited to visit your town/city.
- Do not use acronyms unless you include the full name in brackets following it.
- Your itinerary should be achievable and able to be provided for visitors at all times, not just for your submission.
- The itinerary submitted will be suggested to the winners of the consumer promotion so ensure that you are able to provide this.
- You can use any means available to you to create your video, whether it is with a video camera, webcam, iPhone or Go Pro. You may also create a slide show using high-quality images and voice over or music. No budget is required, just your imagination.
- The video should show some of your major attractions or experiences that visitors can experience in your town/city and should include visitors enjoying those attractions and experiences.

Terms and Conditions

By entering the Tourism Awards [**State Name Awards**], you authorise the use and/or reproduction of images and the 100 word description provided in relation to any editorial/advertising purposes initiated in conjunction with the awards and the Australian Tourism Awards.

Your contact details may also be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.

By ticking the terms and conditions box, you agree not to bring a claim against any Judge, or state/territory Award owner in relation to feedback on your submission.

By ticking the terms and conditions box, you agree that you have read the rules and entry requirements and agree to abide by these.