



Top Tourism Town Entrant Guidelines and Rules 2023

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.

These Awards are 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.



Top Tourism Town Awards – Entrant Guidelines & Criteria

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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

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 (please name correctly) 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

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 (NOT less than 250kb)
- All images must be free of copyright and will be used during the Awards presentation and on certificates.

Consumer Rating - Global Review Index

- Must be able to list accommodation and attraction activities that can generate a GRI score via ReviewPro.

Questions

Media & Promotional

- Trophy Recipient Contact Details
 - First Name
 - Last name
 - Position
 - Mobile
 - Email
- Will the same person be the Media Contact Person?
- Media Contact Information
 - First Name
 - Last name
 - Phone
 - Email

Promotional Details

- Please enter a separate 100-word description about your town which will be used by media, for announcements at the presentation ceremony, in promotional material and on website listings.
- Please attach 2 hero images that best depict your entry that will be used on the front page of your 'entry' and also, we can use at the Awards Presentation and to Media for any promotions as required, (These must be no bigger than 10MB each in jpeg or png format - preferably 500dpi files and 1920 x 1080).
 - Please note: you can upload these images at any time before you submit your entry by the submission due date.



- URL for website which features bookable attractions and accommodation for your town. Please note, this will be used by Awards Programs in the promotion of the event
 - The website is (please tick)
 - Is a travel/tourism focused website
 - Has a copy of the itinerary available
 - Has the video available
 - Has an online booking functionality where product included in the itinerary can be booked

Town Introduction

- Town Details
- Town Name
- Region
- Town Website
- Town Population
- Census Year
- Please provide an overview of the towns commitment to growing tourism
- What is your target market for your submission?
- Why have you chosen this target market?

Editorial

- Please provide a short editorial article on why visitors should come to your town or city and what they could experience during their visit. (Provide in text box)
- Please attach a PDF of this editorial
 - This will not be used in the judging process but may be used by the Awards Program in marketing and promotion of the awards.

Video

- Please provide a link to your town video to a site where the video can be downloaded. Please note, youtube is only acceptable if the settings allow external parties to download. (This will be used by the awards program manager for marketing and promotion of the program).
- Optional addition, please provide a link to the same video to view online (this can be used by judges to easily view the video).

Itinerary

- Please provide an itinerary for your target market for the number of nights indicated for your category.
 - This content will be used in the judging process



- Please provide a PDF of the itinerary
 - This will not be used in the judging process but may be used by the Awards Program in marketing and promotion of the awards.
- Please provide the name and tripadvisor URL for the accommodation and attractions (these will be used to determine your GRI score)
 - Top Towns – 5 of each (accommodation/attraction)
 - Small Towns – 3 of each (accommodation/attraction)
 - Tiny Towns – 2 of each (accommodation/attraction)

Terms and Conditions

By entering the Tasmanian Tourism 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.

Weighting

- Introduction (5)
 - The town was able to demonstrate that they have a commitment to growing tourism (2)
 - Target market is clearly identified, and rationale of target market is clear and sound (3)

- Editorial & Photos (20 marks)
 - Thought, style and theme of the writing is of high quality and in the style of a feature article. (4)
 - Writing has been directed to the visitor (3)
 - Theme is consistent with specified target market and the video and itinerary supplied. (3)
 - The theme reflects the brand and values of the town (3)
 - A compelling and enjoyable proposition for specified market (3)
 - Photos (4 marks)
 - Photos are shot in a creative and interesting way to evoke an emotional response. (2)
 - Photos and editorial are connected. (2)

- Video (20 marks)
 - The video concept is creative and interesting to evoke an emotional response (5)
 - Theme reflects the brand and values of the town and connects to the editorial and itinerary (3)
 - Narrative and imagery are connected e.g. the story/description/voice over is connected to what is being viewed throughout the video (3)
 - Key attractions and experiences are shown. (3)
 - Production of the video is of high quality. (3)
 - The town is at the centre of the concept (3)

- Itinerary (20 marks)
 - Theme of itinerary is consistent with specified target market (3)
 - Theme of itinerary reflects the brand and values of the town that have been identified in the video and editorial (3)
 - The itinerary is achievable (3)
 - A range of experiences/attractions are presented, with seasonality noted, if applicable (3)
 - A compelling and enjoyable proposition that entices the reader to visit (8)

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



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

Hints

- 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.

Hall of Fame

The Hall of Fame is awarded to a town that has won the same category over 3 consecutive years.

The Hall of Fame rules are:

1. Town that are inducted into the **National** Hall of Fame **are** precluded from entering into that specific category at the state/territory for a period of three years.
 - a. Note: The town may enter other eligible categories
2. If a town is inducted into the State/Territory Hall of Fame, and do not win Gold at the National Awards in the same year, then they are precluded from entering into that specific category at the state/territory awards for a period of three years.
 - a. If the town does win Gold at the National Awards, but are not inducted into the Hall of Fame, they are eligible to enter into the State/Territory awards in the next year.