
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

Visitor Experience Award

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In association with



THE NEW ZEALAND TOURISM AWARDS

Key Dates

16 June

Step 1 - Entries Close
Register by this date
to enter the awards

20 June

Step 2 -Submissions Close
Complete your submission
with information on your entry

July

Finalists Announced

7 September

Awards Dinner
Air Force Museum, Wigram, Christchurch

Please note you must enter the awards by 20 June. At this stage you will pick the awards you wish to enter and make payment. Late entries are not accepted.

Key Contact

Should you have any questions about your application or the entry/submission process, please contact the Tourism Industry Aotearoa events team on:

Ph: 04 499 0104 Extn # 3
e: awards@tia.org.nz

The Criteria and Submission Guidelines contain all the information needed for completing your submission. Please read this document carefully before commencing.

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P 04 499 0104 0800 TIA HELP (842 4357)
E events@tia.org.nz
nztourismawards.org.nz

Awards Process

Step One: Entry Registration

Complete the online application form to register your interest and state which award categories you wish to enter, and make payment.

A non-refundable administration fee of \$90 (exc GST) per award applies for all TIA members; a fee of \$150 (exc GST) applies for non TIA members.

All applications will receive an acknowledgement from the TIA Events Team.

Step Two: Detailed Submissions

Complete the online submission form. This includes questions relating to the award criteria as well as names and contact details for referees.

Following the final submission date (midday, 20 June), the judging process will commence. The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, your referees may be contacted by a member of the judging panel. You will also be encouraged to make a short video to be played at the awards dinner in Christchurch on 7 September.

Please ensure that you leave sufficient time to complete your submission so that it best represents your ability and achievements, giving you the greatest chance of success!

Submission requirements

Please ensure you read the submission requirements and criteria closely before you begin filling in your submission form.

Strict word counts apply, and these are laid out in the submission requirements. Submissions will only be accepted using the online submission forms provided. The online submission form can be amended up to the 20 June deadline.

Where relevant, evidence should be provided to show how you are operating your business within the context of the Tourism 2025 growth framework. Examples are available on the [Tourism 2025 website](#)

[Click here](#) for instructions for the Submission Portal.

Terms and Conditions

The terms and conditions, including refunds and cancellations, can be found on the [New Zealand Tourism Awards website](#)

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Visitor Experience Award

The Visitor Experience Award recognises an organisation that is driving value through delivering a consistently outstanding visitor experience, in line with Tourism 2025. They will show what steps have been taken to improve the end-to-end visitor experience and the results.

The business is a financially sustainable and growing tourism business.

The Judges are looking for:

- Leadership – a clearly defined Visitor Experience programme which has been successfully implemented and is having a significant impact.
- Operational excellence – managing coordination of all parties involved, project management.
- Organisational development – the programme is integrated throughout the business, the programme has staff buy-in and is underpinned by staff training and development.
- Superior results – demonstrable results are documented over a sustainable period of time (12-15 months) and the impact measured.

Submission details

Your submission should include the following and must be submitted on the online form.

Organisation statement*

A short statement about your organisation. (150 words max)

Visitor Experience Programme*

Briefly tell us why you should win this award (150 words max)

***This information may be used in TIA marketing material.**

Award Statements

Statements should concisely outline how the organisation has demonstrated the criteria for this award.

1. Leadership - Tell us about your Visitor Experience programme (300 words max) – 20 points

Areas to cover:

- Describe your Visitor Experience programme
- Why was it developed and implemented?
- What are the objectives?

2. Operational excellence - What was the process? (150 words max) – 10 points

Areas to cover:

- Who did you consult with in the development of your visitor experience programme?
- Did the programme run on time and to budget?
- What role does insight play in this programme?
- How is progress evaluated?

3. Organisational development – sustainable performance improvement (350 words) – 30 points

Areas to cover:

- How was staff buy-in achieved?
- What staff training or professional development underpins this programme?
- Did the programme involve creation of new roles, investment in new systems, technology or infrastructure etc?
- How are key learnings being shared beyond your organisation?
- Have you encountered any challenges in development/implementing this programme, and if so how were these overcome?

4. Superior results - What results has your programme achieved? (over the previous 12-15 months) (400 words max) 40 points

Areas to cover:

- What results has this programme achieved over the past 12-15 months – provide before and after metrics? This could include financial results, improvements in visitor satisfaction, increased visitor numbers, increase in length of stay, extending your season, extending your market and/or target audience reach
- Has it had benefits beyond what was expected?
- What plans do you have to improve or evolve the programme?

Supporting evidence

Evidence can be submitted to support any/all of the criteria for the award. See the 'evidence' points in the criteria for examples. Entrants can provide up to 2MB of supporting evidence in a pdf. Links to websites and electronically held information are welcome.

Referee checks

Provide two referees, including contact name, email and phone number for each.