
**THE NEW ZEALAND
TOURISM AWARDS**

Criteria and Submission Guidelines

SERVICEIQ
VISITOR EXPERIENCE AWARD

Brought to you by:



THE NEW ZEALAND TOURISM AWARDS

Key Dates

ENTRIES OPEN

7 MAY 2018

Complete the online entry form, choose the categories you wish to enter and then pay the entry fee. You'll be emailed a link to start the submission process straight away.

SUBMISSIONS CLOSE

12 JUNE 2018

You'll have until 5.00 pm (NZST) on 12 June to complete your submission. Judging begins soon after, so late entries will not be accepted.

DINNER TICKETS ON SALE

28 JUNE 2018

Who will take out the top tourism title? You'll be able to book your tickets to the Awards Dinner and be there to find out.

FINALISTS ANNOUNCED

27 JULY 2018

We'll be ready to share the good news, with finalists being announced for each award.

AWARDS DINNER

6 SEPTEMBER 2018

Drum roll please!

The New Zealand Tourism Awards culminates in a prestigious black tie dinner at the Air Force Museum, Christchurch. Finalists will be recognised, winners announced and the recipient of the coveted Air New Zealand Supreme Tourism Award revealed.

Key Contact

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

t: 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.

Brought to you by:



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

Awards Process

Step One: Entry

Complete the online entry form, choose the categories you wish to enter and then pay the entry fee.

You'll be emailed a link to start the submission process straight away.

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

Step Two: Submission

Complete the online submission form.

You'll have until 5.00pm (NZST) on 12 June to complete your submission. Judging begins soon after, so late entries will not be accepted.

The TIA Events Team will be in touch to inform you of the outcome of your entry. If you are selected as a finalist, you will be encouraged to make a short video to be played at the awards dinner in Christchurch on 6 September.

Submission Requirements

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

Strict word counts apply, and these are laid out in the submission criteria. Submissions will only be accepted using the online form available on the Tourism Awards website (from 7 May). You can amend your submission online up until 5.00pm (NZST) on 12 June.

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 - <http://www.tourism2025.org.nz/>

Terms & Conditions

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

Supporting Material

Supporting material is encouraged and can be submitted to support any/all of the criteria for the award.

Entrants can provide up to 2MB of supporting material in PDF format. Links to websites and electronically held information are welcome.

Referee Checks

Provide names of two referees, including their contact email and phone number.

If you are selected as a finalist, your referees may be contacted by a member of the judging panel.

Visitor Experience Award

The Visitor Experience Award recognises an organisation that is driving value through an outstanding visitor experience. The organisation will need to show how they are driving value by delivering a consistently excellent visitor experience by focusing on the unique culture and character of the experience the organisation offers its visitors. The organisation will be able to show what steps they have taken to improve the end-to-end visitor experience and the outcome.

The business is a financially sustainable and growing tourism business.

What are the Judges 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 Criteria

Your submission should include the following and must be submitted using the online form available on the Tourism Awards website.

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)
Award Statements	Statements should concisely outline how the organisation has demonstrated the criteria for this award.
Leadership Tell us about your Visitor Experience programme (300 words max) – 20 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – Describe your Visitor Experience programme – Why was it developed and implemented? – What are the objectives?
Operational excellence What was the process? (150 words max) – 10 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – 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?

<p>Organisational development Sustainable performance improvement (350 words) – 30 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – 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?
<p>Superior results What results has your programme achieved? (over the previous 12-15 months) (400 words max) - 40 points</p>	<p><i>Areas to cover:</i></p> <ul style="list-style-type: none"> – 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?

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