
**THE NEW ZEALAND
TOURISM AWARDS**

**2019 Criteria
Visitor Experience
Award**

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Key dates

Entries will open in mid-2019. Key dates will be available shortly on the New Zealand Tourism Awards website.

Entry and submission process

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

It's a good idea to start thinking about your entry now and make sure you allow sufficient time to complete your submission so that it best represents your ability and achievements. Strict word counts apply, and these are laid out in the criteria.

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.

You will be asked to 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.

The full Criteria and Submission Guidelines will be available when entries open and contain all the information you need to complete your submission. Please read these carefully before commencing.

Key contact

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

t: 04 499 0104 Extn # 3

e: awards@tia.org.nz

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P 04 499 0104 0800 TIA HELP (842 4357)
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Visitor Experience Award

The Visitor Experience Award recognises a tourism business that is driving value through meeting and exceeding the expectations of visitors.

The business can demonstrate how it is driving value by delivering a consistently excellent visitor experience, by focusing on the unique culture and character of the experience it offers its visitors. It will show what steps it has taken to improve the end-to-end visitor experience and the outcome. The business will support the Tiaki Promise, and engages with visitors to educate them about New Zealand's cultural and behavioural expectations.

What are the judges looking for?

- **Leadership** – a clearly defined Visitor Experience programme which has been successfully implemented and is having a significant and positive impact on visitor satisfaction.
- **Operational excellence** – managing coordination of all parties involved, project management. The Visitor Experience programme includes actions to educate visitors about New Zealand behaviour and culture – the business actively supports the Tiaki Promise. Visitor satisfaction improvements are being driven by business improvements based on strong insight
- **Organisational development** – the programme is integrated throughout the business, the programme has staff buy-in and is underpinned by staff training and development.
- **Impact and outcomes** – demonstrable results are documented over a sustained period of time (12-24 months) and the impact measured.
- The programme is contributing to growing a sustainable tourism industry that benefits all New Zealanders

New Zealand Tourism Sustainability Commitment

This Award specifically relates to tourism businesses taking a lead role on Industry Goals 3 & 4, while advancing other elements of sustainability.

Industry Goals 3 & 4 – Achieving Visitor Sustainability

New Zealand delivers world leading experiences for both international and domestic visitors.

Goal 3: International and domestic visitors' experience of New Zealand overwhelmingly meets or exceeds expectations.

Goal 4: Tourism businesses actively engage with their visitors to ensure that the visitor experience is enhanced and adverse impacts are reduced.

Submission Criteria

Your submission should include the following and must be submitted using the online form that will be available on the [New Zealand Tourism Awards website](#) once entries open.

Organisation statement * (150 words)	A short statement about your organisation.
Visitor experience programme * (150 words)	Briefly tell us why you should win this award.
Award statements Award statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the below areas.	
Leadership Tell us about your Visitor Experience programme. (300 words) – 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) – 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? – What role does insight play in this programme? – How is progress evaluated and feedback acted on? – What business improvements have been introduced as a result of visitor feedback? – How do you educate visitors about New Zealand’s cultural and behavioural expectations, including support for the Tiaki Promise?
Organisational development Sustainable performance improvement. (350 words) – 30 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – What staff training or professional development underpins this programme? – Has the programme involved 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 developing/implementing this programme, and if so how were these overcome?
Impact and outcomes What results has your programme achieved? (over the previous 12-24 months) (500 words) - 40 points	<i>Areas to cover:</i> <ul style="list-style-type: none"> – What results has this programme achieved over the past 12-24 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

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	programme? – How does this programme contribute to growing a sustainable tourism industry that benefits New Zealanders?
Financial performance	As part of the submission process you will be asked to confirm that your business has maintained a strong financial performance and financial position over the past three years. This will be a tickbox in the submission form.

* This information may be used in TIA marketing material.