



NSW
TOURISM
AWARDS
2021



ENTRANT SUPPORT SESSION 1

Questions 1 & 2

13 July 2021

NSW
TOURISM
INDUSTRY
COUNCIL



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NSW**

Questions

During the today's session, participants are encouraged to post any questions via slido.



Go to: www.slido.com

Enter participants code: #nswta21

We'll do our best to respond during the session and/or respond directly.

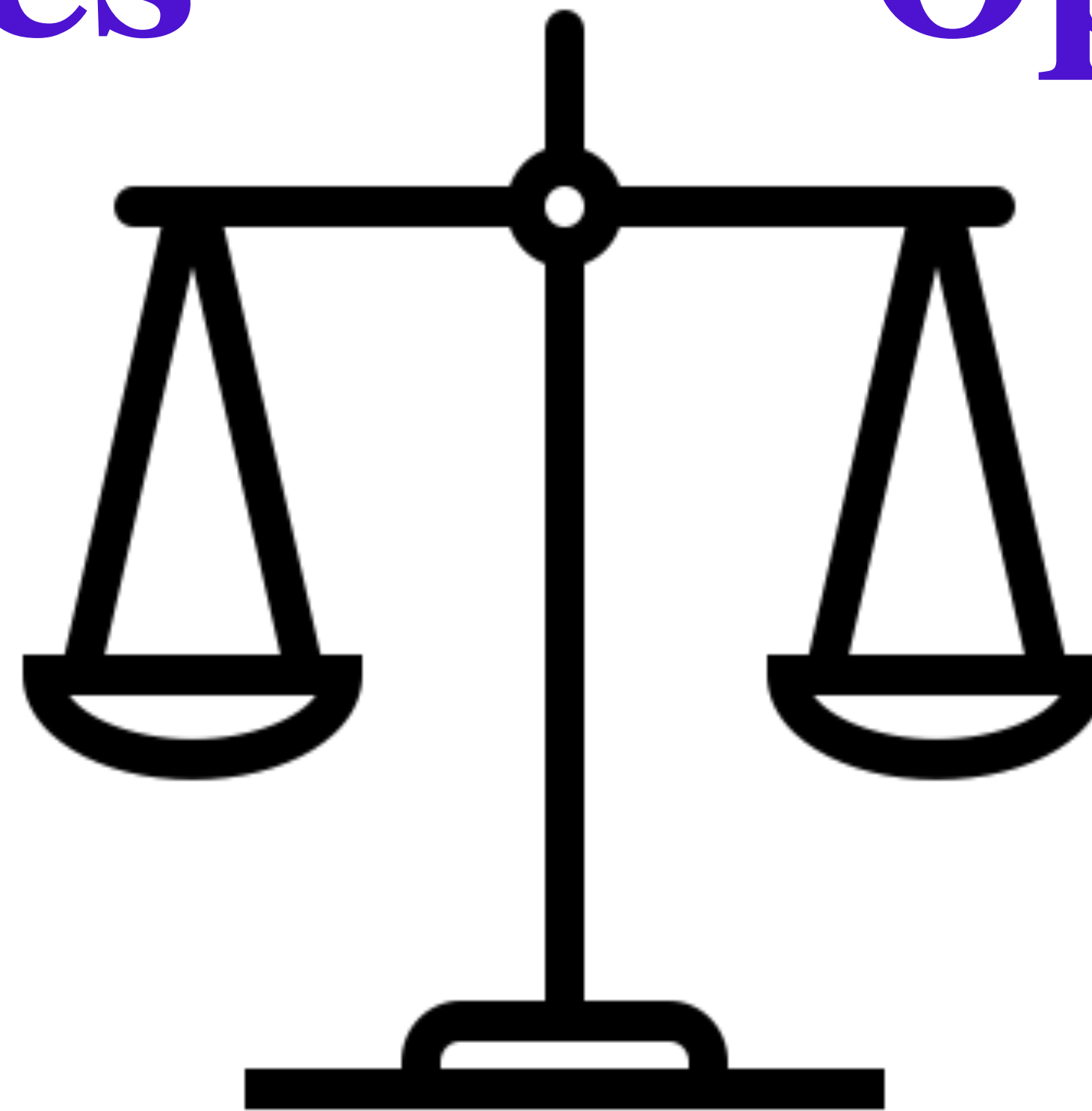
COVID-19

COVID-19 Impacts (0 marks)

Please provide the judges with an understanding of your business' situation during the of national and world events during the qualifying period. E.g. COVID-19, natural disasters (drought, fire, flood)

Challenges

Opportunities



1. Introduction

1. Introduction (20 marks)

A. Please provide an overview of your tourism products, experiences and services including the nature and history of the business. How does the business demonstrate tourism excellence?

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A. Please provide an overview of your tourism products, experiences and services including the nature and history of the business. **How does the business demonstrate tourism excellence?**

Products = things you can buy

Experiences = things that feel good

Services = extra things that you offer

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Experiences = things that feel good

Services = extra things that you offer

Products = things you can buy

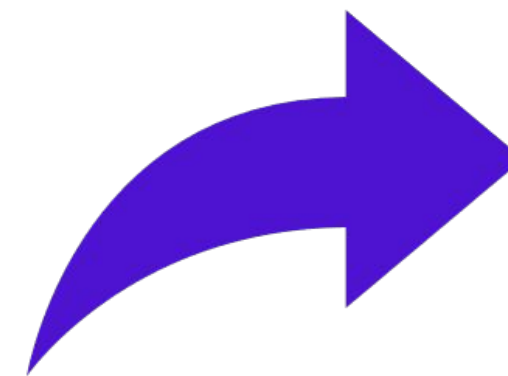
Experiences = things that feel good

Services = extra things that you offer

Your response must match the category descriptor



Category descriptor

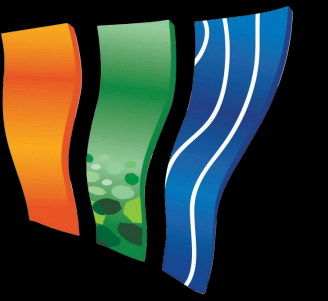


1. MAJOR TOURIST ATTRACTIONS

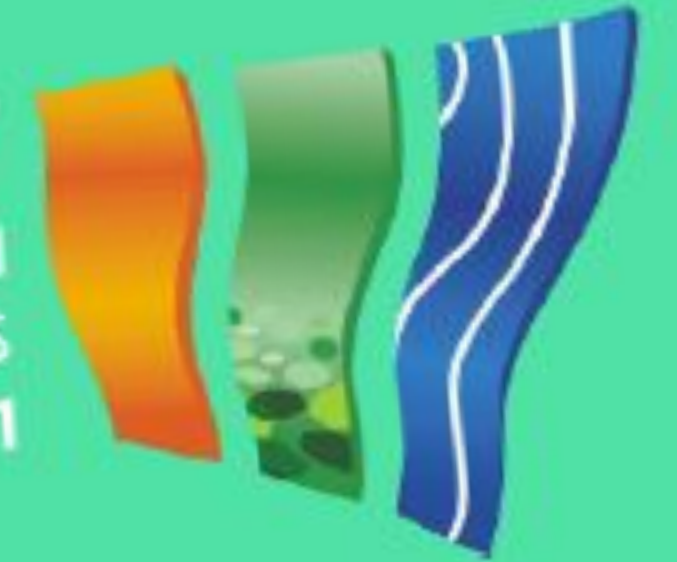
This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract amongst the highest visitor numbers during the qualifying period for New South Wales.

1. Introduction (20 marks)

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6. Cultural Tourism



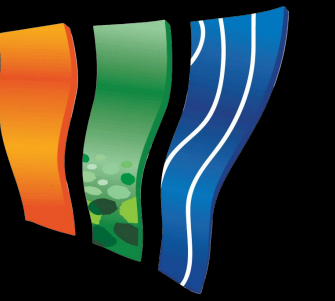
6. CULTURAL TOURISM

This category recognises tourism businesses that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

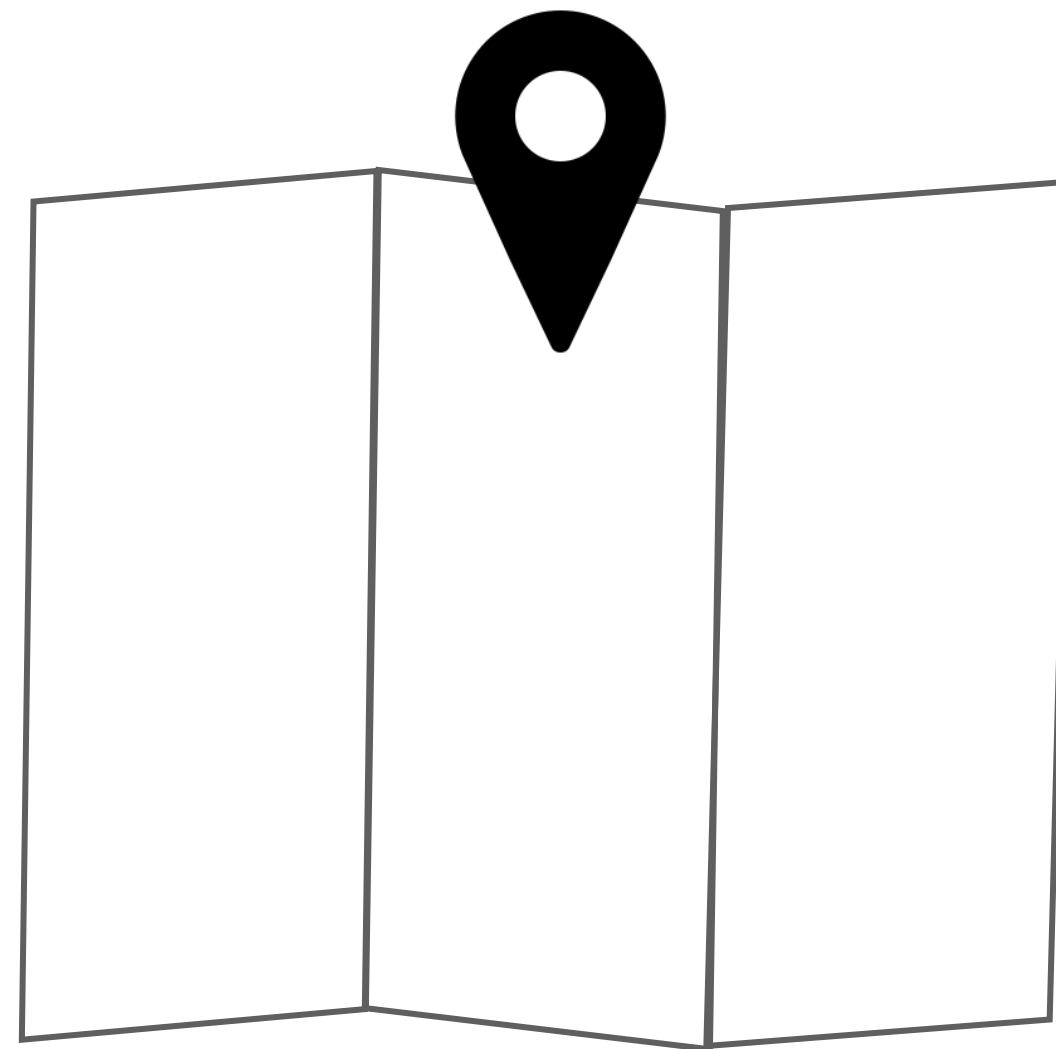
This category recognises tourism businesses that foster a greater understanding and appreciation of authentic culture, history, heritage and/or the arts.

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Include a map so the judges can orient themselves to where you are



1. Introduction (20 marks)

A. Please provide an overview of your tourism products, experiences and services including the nature and history of the business. **How does the business demonstrate tourism excellence?**

2. Business Development

2. Business Development (20 marks)



A. During the qualifying period, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and world events during the qualifying period?

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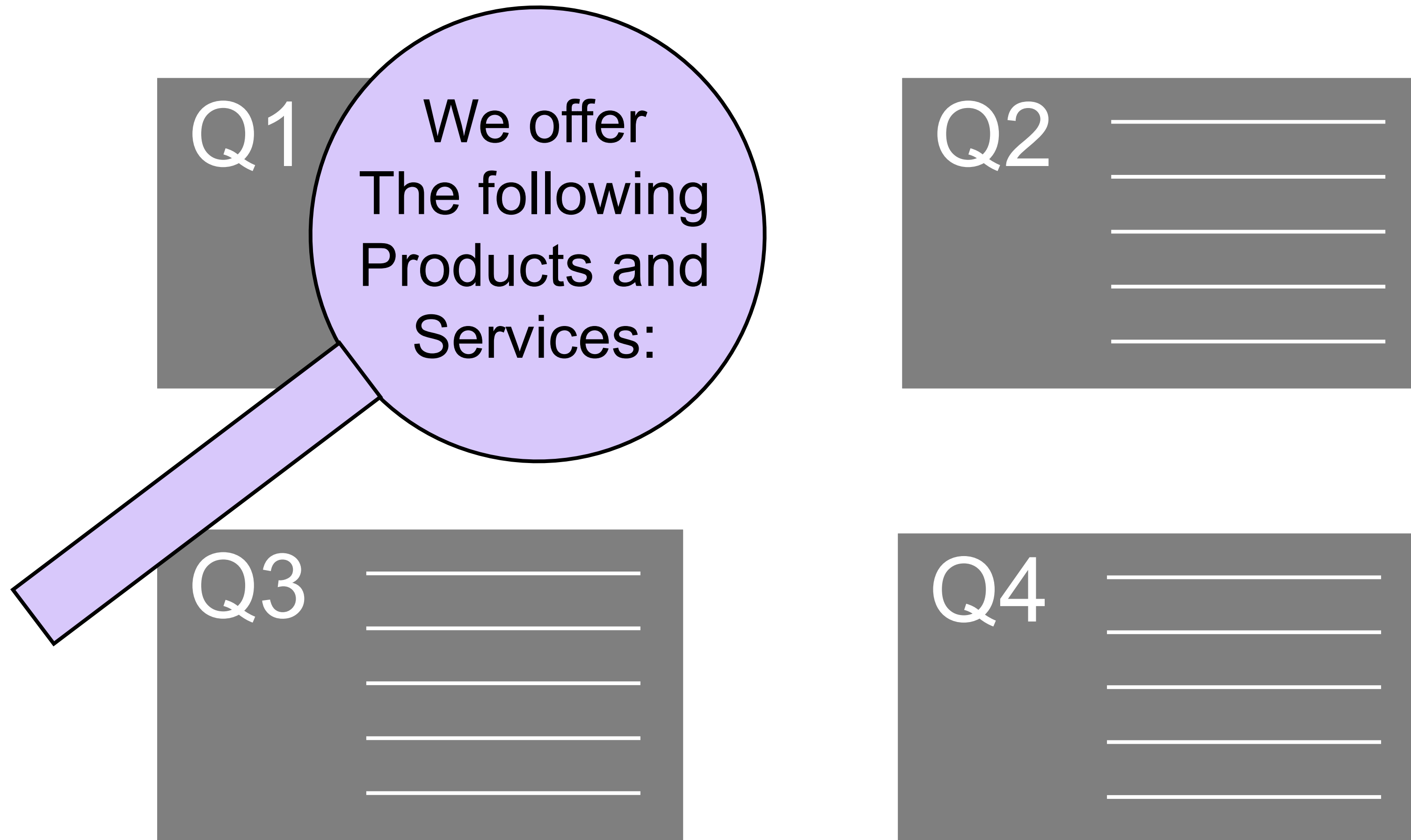


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A. During the qualifying period, what have you implemented to improve your product/experience/service and/or to provide business recovery/resilience in the wake of national and world events during the qualifying period?

Logical information flow applies to your whole entry



- ✓ Evidence-backed answers
- ✓ Multiple-part questions
- ✓ Structuring your response
- ✓ Qualifying period

Financial

Financial

Environmental

Financial

Environmental

Operational

Financial

Environmental

Operational

Human

resources

Financial

Environmental

Operational

Product

Human

development

resources

Financial

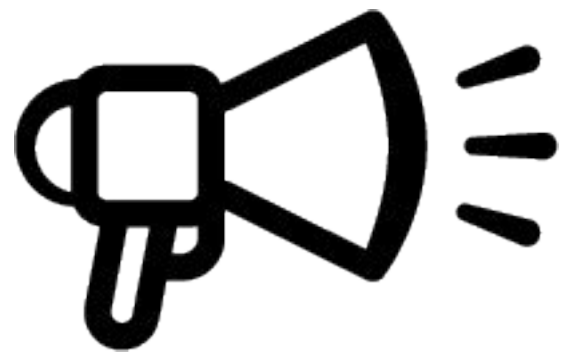
Environmental

Operational **Product**

Human **development**

resources **Marketing**

How helpful was this session to you?



Go to: www.slido.com

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Let us know your thoughts.

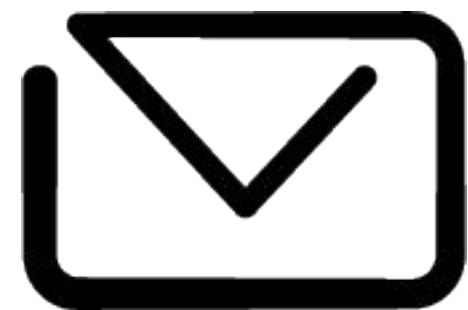
Entrant support

Nicole O'Donnell

Industry Development Manager, Tourism
and NSW Tourism Awards Program Manager

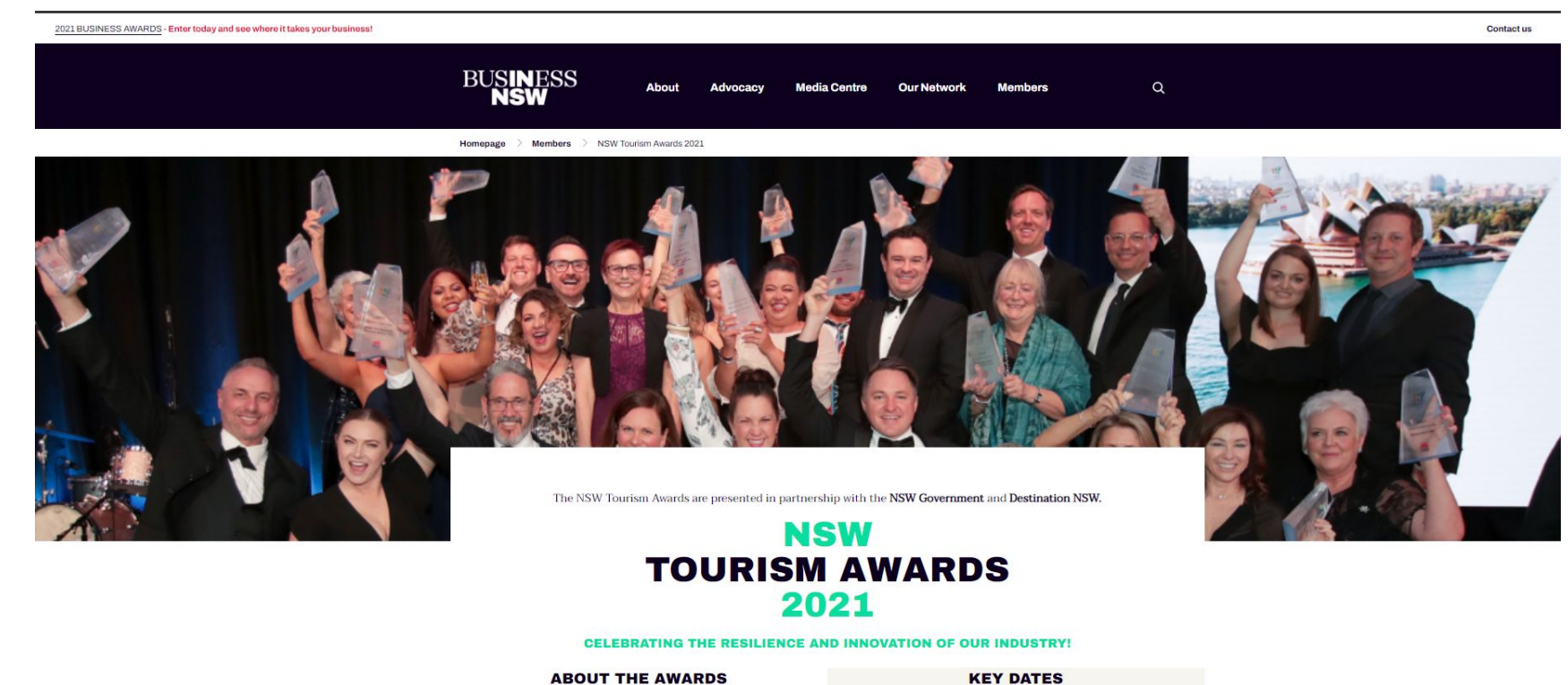


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Thank you

For more information please contact:

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