



Top Tourism Town Awards

Providing communities, business chambers, visitor centres and local governments the opportunity to showcase how their town encourages tourism development, increases visitation and drives the visitor economy for our state.

The awards are presented in three categories:

- Top Tourism Town Award – population over 5,000 people
- Small Tourism Town Award – population between 1,500 and 5,000 people
- Tiny Tourism Town Award – population below 1,500 people.

Winners will represent NSW at the national Australian Top Tourism Town Awards.

Eligibility

The following information outlines the eligibility criteria for entrants of the 2023 Top Tourism Town Awards.

1. The nomination can be made by one of the following:

- Visitor Information Centre - the Visitor Centre does not have to be in the town but must be associated, service or support the nominated town.
- Local Councils

2. There can only be **one** nomination per town

If two nominations are received, the awards Program Manager has the right to accept which one will proceed. The hierarchy of which would be accepted would apply

- Visitor Centre
- Local Council

3. Nominations are open to any city* or town, specifically relating to geographical towns and population centres, not Local Government Areas.

- Top Tourism Town Award - population over 5,000
- Small Tourism Town Award – those with a population under 5,000, but greater than 1500
- Tiny Tourism Town Award– those with a population under 1500

Town population will be determined by the 2021 Census data.

*Sydney is not eligible to enter the Top Tourism Town Awards.

4. The entry must include a website* that fits all of the following criteria:
 - Is a travel/ tourism focused website that features the town
 - Has a copy of the itinerary available on the site
 - Displays the video on the site
 - Has an online booking functionality where activities included in the itinerary can be booked by visitors. Where online bookings are not available, the website should provide links to the individual businesses' websites.
5. Nominations and submissions must be made online via the [Quality Tourism Framework](#) portal.
6. A non-refundable nomination fee of \$250 incl GST is payable per nomination.
7. A submission cannot be made unless a nomination has been made.
8. All entrants must adhere to the rules & guidelines set by the Australian Tourism Industry Council for the 2023 Top Tourism Town Awards.

How to Enter

Entrants are required to complete an online nomination by close of business, **Friday 3 March 2023**.

Entrants are then required to submit the following items by close of business, **Wednesday 5 April 2023**.

Media & Promotional

- The name/details of the person who will accept the award 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 *i.e* `TownName_describe_image`) that best depict your entry

Website

- A website which fits the following criteria:
 - Is a travel/tourism focused website which includes the town nominated.
 - Has a copy of the itinerary provided in the entry.
 - Displays the video provided in the entry.
 - Has an online booking functionality to book tourism activities within the town OR where online bookings are not available, links to individual business websites.

Overview

- An overview of the town/ city's commitment to tourism

Marketing

- An overview of the town's target market

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 (less than 250kb)
- All images must be free of copyright and will be used during the Awards presentation and on certificates.

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 version in the text box. A PDF version of the itinerary should also be provided.
- Itinerary must include both accommodation and activities

Video

- 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.

Accommodation and Attractions

- A list of accommodation and attraction activities, and their TripAdvisor URL, that can generate a GRI score via ReviewPro.
 - Top Towns – 5 of each (5 x accommodation, 5 x attraction)
 - Small Towns – 3 of each (3 x accommodation, 3 x attraction)
 - Tiny Towns – 2 of each (2 x accommodation, 2 x attraction)

The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI. ReviewPro accounts are provided complimentary to Quality Tourism Accredited Businesses and 2022 NSW Tourism Awards entrants.

Scoring

There are three components to the judging process which will determine your overall score:

- Consumer vote (25%)
- Customer review (ReviewPro GRI) (10%)
- Submission review (65%)

Below are more details on each component.

Consumer Vote (25%)

All entrants that receive a score of 75% or higher in the Submission Review will be deemed a finalist and proceed to the consumer voting component of the award process.

Customer Review (ReviewPro GRI) (10%)

To gain a perspective from visitors that have visited and experienced the town, a GRI from ReviewPro will form part of the entrant's score.

A GRI is an online reputation score based on review data collected from over 175 online travel agencies. Businesses will offer a number of accommodation and attractions within their town (dependent on which category they are entering) and the GRI from each will be combined then averaged to determine the entrant's GRI score.

Submission Review (65%)

A panel of three experienced judges will review the written submission (including article, video and itinerary) and score individually.

These scores are combined and averaged out to determine your submission review score.

Below is the weighting for each question and tips for entrants on what the judges will be looking for:

- 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)

Tips for Entrants

- Your three elements must all relate back to the 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.
- 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 (please note this rule has changed from 2022, which was 2 years, but is effective as of 2023 only).

The Hall of Fame rules are:

1. Towns 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 (at the nationals), they are eligible to enter into the State/Territory awards in the next year.

Disclaimer

In no event will the judges be held responsible for any comment, viewpoint, or expression whether expressed or implied, concerning the standard or quality of an entrant's submission. With payment entrants agree not to bring any claim against any of the judges, award co-ordinators, NSW Tourism Industry Council/ Business NSW or Award sponsors. Entrants agree that the judges' decisions are final and that no correspondence will be entered concerning such decisions.