

Outstanding Visitor Experience – Regional Only

The Outstanding Visitor Experience award recognises a business that understands the importance of visitor engagement for a region's economy* and reputation. The business needs to articulate how they promote the region as well as offering an exceptional visitor experience.

Entry criteria

Entrants are required to demonstrate how their business showcases the region/community and how their offering is unique within their industry.

Award eligibility check box

- ✓ This business has been trading for a continuous period of two years or more and is not bankrupt or trading insolvent at the time of entry.
- ✓ A representative of this business has not been a judge in this category in 2022.
- ✓ A representative of this business is not a judge in the 2023 Business Awards program.

Questions

1. Provide an overview of your business and your target market/s. *Maximum word count: 200*
2. Describe why your service offering is unique within your industry and differentiates your business from competitors. *Maximum word count: 300*
3. Outline your customer service strategy and how your business implements this strategy to ensure visitor satisfaction. *Maximum word count: 300*
4. Demonstrate how your business attracts and engages visitors to the region, including measurable targets. *Maximum word count: 400*
5. Provide an overview of the key features of your strategy and plans related to the visitor economy* in the next twelve months. *Maximum word count: 400*

**The visitor economy encompasses the direct and indirect contributions to the economy resulting from a person (a visitor) travelling outside their normal place of residence. ([NSW Visitor Economy Strategy 2030](#))*