



Awards Promotion Guide

A guide to sharing your Australian Tourism Awards achievement and amplifying the value to visitors.

Version 1.0

Congratulations on your Australian Tourism Award!

Whether you've received a Gold, Silver, Bronze or Highly Commended Award, your win is a huge accomplishment. Now it's time to make the most of your award, to help promote your business and convince visitors to book with you.



To get you started, here are four tips for promoting your business using your award

Focus on what matters to them

While we love to see businesses sharing their achievements and acknowledging their teams, you should also use your award to show visitors why you are the choice for them. Celebrate what the award means for visitors, and what they can expect from you.

Tip 1

Make it more than a badge of success

Displaying your award alongside other awards and accreditations is a great start, but you can do more to show visitors what's in it for them. Use the tips in this document to go further with your award promotion - in terms of what you say, and where you say it.

Tip 2

Not sure what to say? Use your awards entry

You had to write about your visitor experiences, benefits and features to be selected for the award - so go back to the source to promote your business. Simply flip the language from your entry to speak to the visitor, rather than to us (we've given some examples on the next page).

Tip 3

Promote your win more than once, on different platforms.

Your award can help support your marketing efforts beyond a single, social media post or badge on the website. Share your achievement on different platforms, in different ways, to reach different audiences.

Tip 4

Write about your award to market to visitors

How do you go beyond a 'badge' approach to promoting your award win? Start by giving the award some meaning for your visitor. Explain what the award is, why you won it, and what promise it helps you make to them.

Use this Checklist to Ask Yourself:

- ✓ Why should a visitor care that you've won this award?
- How does this award show you can meet the needs of your ideal visitors?
- Why is it important that you've received this award?

Tip! Focus on the features that led you to win this specific award in this category

- What makes you different to other businesses in this category?

Tip! For certain award categories, such as Ecotourism and Accessible Tourism, this might even relate to a cause beyond the day-to-day.

Your awards entry is a great place to start when looking for answers.

Use the above checklist to put together a list of statements you can use when talking about your award to visitors and supporters - on your website, social media, brochures, in face-to-face conversations, and more!

For each section of your entry, take the examples of excellence you provided, and ask yourself - how can I write this in a way that will get visitors excited?

Example 1

If you implemented a new online reservation platform and saw a boost in bookings, you could say:

"Our updated booking process makes it even easier for our guests to plan their experience".

Example 2

If your business implements eco-conscious business practices, you could say:

"We're helping our guests travel responsibly without any extra effort, by reducing the environmental impact of their stay"

Example 3

If you have a comprehensive feedback system, you could say:

"We're dedicated to constantly improving customer service to give you the best experience possible".

Promote your award across all your marketing channels

Once you have your visitor-focused statements about your win, it's time to build what we call a 'channel strategy'. If this sounds a bit intimidating, we promise it's not. It is just a plan to promote your win in the right way for your different marketing channels, to your different audiences.

Website

Feature your award on your website with a short description of what it means for your visitors. If this is on your homepage, make sure you link through to the section of the website that is most closely related to why you won the award, so visitors can find out more.

You could also choose to include your award on the page, or section of the website, that is most relevant to why you won that award e.g. a food and beverage award in the 'Restaurants' section of an accommodation website.

Downloadable and Printed Brochures

Downloadable brochures are an excellent way of promoting your business and collecting leads from your website. You can add these to your website, with a place for visitors to share their email addresses to get the brochure emailed to them.

Include a small section about your award win in the brochure when talking about why your visitor should choose you. You could pair it with other awards and accreditations for even more of a boost.

Remember to include your award win in printed brochures and communications, always pairing it with information that makes it meaningful for the reader.

Social Media

We have developed a set of handy social media templates to help you announce your win on your social media channels. Consider pairing them with high-quality photos of customers and your experiences, as well as some customer reviews that act as further proof.

In your caption, you can thank your team and anyone who helped you on your awards journey - and then explain why the award matters to your visitors. Keep it short and snappy, and remember to reply to any comments to build conversation and connection with your followers.

You can also create an 'Awards and Accreditations' highlights tab for your Instagram, and use this to permanently feature content about your achievements.

Email

Promote your award win to your email database of customers and online enquiries. Keep the email short and focused on the key highlights and benefits to your visitors. You might thank them for their support, or share a special deal/offer to celebrate the win. Make sure to include 'call-to-action' buttons or links to drive people back to your website.

You can also include your award badge in your email signature or header banner, and include a link to a section on your website announcing the win.

Award promotion messaging

Use these messages to inspire your content, and apply your unique tone of voice and attributes to make the words your own.

Slot in Gold, Silver, Bronze, or Highly Commended where we've marked an X, followed by the award category. Remember to refer to your awards submission for help and ideas!

Award category	Example announcements, focused on what your visitors care about	Prompts to make your award promotion more specific to your business
<p>Attractions:</p> <ul style="list-style-type: none"> • Major Tourist Attractions • Tourist Attractions 	<p>An iconic achievement for an iconic destination! We're proud to announce we've won X <i>AWARD NAME</i> at the Australian Tourism Awards. With our passionate team helping visitors from across the world experience our important part of X <i>REGION/PERSON/GROUP'S (culture/history/innovations/natural wonder/ingenuity)</i>, this award recognises X years of exceptional service and responsible tourism practices.</p>	<ul style="list-style-type: none"> • What sets your tourist attraction apart from others? • What do visitors experience that create a sense of excellence? • What sort of visitor is drawn to your attraction? Nature lovers, families, thrill-seekers, history buffs?
<p>Festivals and Events:</p> <ul style="list-style-type: none"> • Major Festivals and Events • Festivals and Events 	<p>We're passionate about showing our visitors all that X <i>REGION</i> has to offer, with the very best (<i>art, music, food etc.</i>) That's why we're excited to have won X <i>AWARD NAME</i> at the Australian Tourism Awards for our excellence in visitor experience and contributions to the community we love.</p>	<ul style="list-style-type: none"> • How do you showcase the region? What events/activities are on offer? • What visitor services are offered to make their experience more seamless?
<p>Tour and Transport:</p> <ul style="list-style-type: none"> • Major Tour and Transport Operators • Tour and Transport Operators 	<p>Everyone knows travel isn't about the destination - it's about the journey. So make sure your journey starts with award-winning service! We're proud to say that our dedication to bringing you exceptional adventures and the best tour trails has been recognised with X <i>AWARD NAME</i> at the Australian Tourism Awards.</p>	<ul style="list-style-type: none"> • Are there any particular experiences, attributes or approaches to touring/transport that help your business stand out? • What makes the journey just as exciting as the destination when travelling with your business?
<p>Business Event Venues</p>	<p>You serve your <i>clients/customers</i> with the highest level of professionalism and attention to detail. You deserve to host your event at a unique venue that does the same. We're thrilled to share that we've won X <i>AWARD NAME</i> at the Australian Tourism Awards, a testament to the exceptional experience we offer all our guests - and yours.</p>	<ul style="list-style-type: none"> • What sets a business event venue apart from other venues? • What features make your venue more suited for business visitors? • How does the customer service and venue preparation increase the professionalism of your visitor experience?

Award promotion messaging

Continued

Award category	Example announcements, focused on what your visitors care about	Prompts to make your award promotion more specific to your business
<p>Visitor Information Services</p>	<p>We're here to guide you through your visit to <i>X</i> from start to finish – and we're proud to announce that our dedication to exceptional service, information and support has been recognised with <i>X AWARD NAME</i> at the National Tourism Awards.</p>	<ul style="list-style-type: none"> • Share the ways in which your service goes above and beyond for visitors – be it personalised advice, innovative approaches to sharing information, or best-practice staff training
<p>Specific-Interest/Specialist Tourism:</p> <ol style="list-style-type: none"> 1. Ecotourism 2. Cultural Tourism 3. Adventure Tourism 4. Aboriginal and Torres Strait Island Tourism Experiences 5. Excellence in Accessible Tourism 	<ol style="list-style-type: none"> 1. We only get one planet – and we know you want to protect it while you travel. That's why we're proud to have won <i>X AWARD NAME</i> at the Australian Tourism Awards for our high standard of sustainable practice and responsibility. 2. We're excited to announce we've won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our commitment to bringing you the most inspiring, immersive and authentic experience exploring <i>X cultural experience</i>. 3. We're honoured to have received <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our dedication to pushing our own boundaries to help you push yours. 4. We're proud to have won <i>X AWARD NAME</i> at the Australian Tourism Awards. The award reflects our dedication to bringing you authentic, inspiring experiences connecting with Country, culture and community. 5. Everyone deserves equal access to excellent facilities and service. That's why we're proud to announce that we've won <i>X AWARD NAME</i> at the Australian Tourism Awards, proving our dedication to ensuring the highest quality experience for all our visitors. 	<ul style="list-style-type: none"> • Consider why/if your visitor is searching for this category of tourism – what motivates them? E.g. desire to travel responsibly, accessibility needs, seeking thrills and excitement • Talk about how the award shows you servicing those motivations, why it's important those needs are met • What connects your business to this category? Why is it important this specific type of tourism exists?
<p>Food and Beverages</p> <ul style="list-style-type: none"> • Tourism Restaurants & Catering Services • Tourism Wineries, Distilleries & Breweries • Excellence in Food Tourism 	<p>At <i>X</i>, we believe the best way to celebrate and explore our incredible region is through food/wine/produce – tasting the flavours and history that have shaped our home. That's why we're proud to announce that we've won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our high-quality customer service, inspiring food experiences, and responsible tourism practices.</p>	<ul style="list-style-type: none"> • Talk about the unique elements of your business that make you a worthwhile tourism experience <ul style="list-style-type: none"> – What sets it apart from other businesses? – How does it cater to the needs of visitors? – What experiential elements can visitors expect? • Be specific about the best parts of your customer service and approach to responsible tourism

Award promotion messaging

Continued

Award category	Example announcements, focused on what your visitors care about	Prompts to make your award promotion more specific to your business
<p>Accommodation:</p> <ol style="list-style-type: none"> 1. Caravan & Holiday Parks 2. Hosted Accommodation 3. Unique Accommodation 4. Self-Contained Accommodation 5. 3-3.5 Star Accommodation 6. 4-4.5 Star Deluxe Accommodation 7. 5 Star Luxury Accommodation 	<ol style="list-style-type: none"> 1. There's nowhere better for family holidays and enjoying the great outdoors – and it looks like we're not the only ones who think so! We've won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our dedication to bringing you the best facilities, friendly team and relaxed accommodation options to suit any budget. 2. We take pride in welcoming our guests with the highest quality personalised service, expert local advice and <i>(adjective that describes your style)</i> accommodation. That's why we're excited to announce that we've been recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards – just another reason to book your hosted stay with us today! 3. For award-winning accommodation like no other, look no further. We're stoked to announce we have won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising the unmatched, memorable experience we offer all our guests at <i>X</i>. 4. We're excited to announce we've received <i>X AWARD NAME</i> at the Australian Tourism Awards – underscoring our dedication to delivering you a seamless visit from check-in to check-out. Combining peaceful privacy with every feature you could need to enjoy your visit, <i>X</i> is now an award-winning stay! 5. At <i>X</i>, we pride ourselves on going above and beyond to deliver truly memorable stays for our guests. That's why we're excited to have won <i>X AWARD NAME</i> at the Australian Tourism Awards, recognising our dedication to providing you with friendly service, a huge range of amenities, and comfort at every level. 6. For your next deluxe stay, look no further than our award-winning accommodation! Our commitment to excellence across customer service, facilities and amenities, and responsible tourism, has been recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards. 7. You deserve to experience award-winning luxury across every aspect of your stay with us – from personalised service from our highly trained team to our <i>(luxury design feature)</i>. Our dedication to excellence was recently recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards – why not experience it for yourself? 	<ul style="list-style-type: none"> • Consider why your visitor is searching for your category of accommodation – is it about affordability, comfort, luxury, connection, novelty, independence? • What special features does your accommodation offer to serve visitor needs – e.g. luxury fittings, seclusion, gift packs of local produce, local expertise or unique experiences/amenities
<p>Tourism Retail, Hire & Services</p>	<p>We love supplying you with a range of high-quality products and friendly advice to make your experience visiting us a memorable one. Which is why we're excited to share that we've been recognised with <i>X AWARD NAME</i> at the Australian Tourism Awards, for our exceptional service and seamless customer experience.</p>	<ul style="list-style-type: none"> • Think about what other experiences/feelings your business enables. How do you help people get more out of their visit to your region? • Why should they select your business over others who provide the same service/product? Do you have better quality products, a smoother purchase experience, better customer service?
<p>New Tourism Business</p>	<p>We might be new to the block, but we're already making waves! We're thrilled to have won <i>X AWARD NAME</i> at the Australian Tourism Awards. For us, this award is proof of our passion for bringing you incredible experiences and exceptional service as we continue to grow.</p>	<ul style="list-style-type: none"> • As a new business, you'll be doing a lot of innovation and growing – talk about this when sharing your win. Share the journey and how you've made your service better through listening to your visitors.



**Quality
Tourism**
Framework



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