

# Visitor Experience Award

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

The business can demonstrate how it is delivering a consistently excellent visitor experience, by focusing on the unique experience it offers its visitors. It will show what steps it has taken to improve the end-to-end visitor experience. The business will support the Tiaki Promise, and will be engaging with visitors to educate them about Aotearoa 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** – A coordinated approach with strong 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, 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 (at least 12 months) and the impact measured.

## New Zealand Tourism Sustainability Commitment

This Award specifically relates to tourism businesses taking a lead role on the TSC's Visitor element – "New Zealand provides world-leading experiences for both international and domestic visitors" This award focuses on business commitments 4, 5 and 6, while advancing other elements of sustainability.

**Commitment 4 – Visitor Satisfaction.** We strive to always meet or exceed visitor expectations.

**Commitment 5 – Culture and Heritage.** We embrace Aotearoa New Zealand's culture and heritage as part of delivering a unique and authentic visitor experience.

**Commitment 6 – Visitor engagement.** We engage with visitors about how to be great travellers within Aotearoa New Zealand.

## Judging criteria

Your entry should include the following and must be submitted using the online portal.

### Organisation statement \*(150 words)

A short statement about your organisation and 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:

1. **Leadership** (up to 150 words) – 15 points

- Tell us about your Visitor Experience programme and why it is industry-leading.
- Why was it developed and implemented?
- What are the objectives?

2. **Operational excellence** (up to 250 words) – 25 points

- 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?

3. **Organisational development** (up to 300 words) – 30 points

- What staff training or professional development underpins this programme?
- 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?
- How are you championing the Tiaki Promise and the New Zealand Tourism Sustainability Commitment?

4. **Impact and outcomes** (up to 300 words) - 30 points

- What results has this programme achieved over a sustained period of time (at least 12 months)? Provide before and after metrics, where relevant.
- Has it had benefits beyond what was expected?
- What plans do you have to improve or evolve the programme?
- How does this programme contribute to growing a sustainable tourism industry that benefits Aotearoa New Zealand?

**Financial performance**

As part of the submission process you will be asked to confirm that your business is financially sound. This will be a tickbox in the submission form.

\* This information may be used in TIA marketing material.



## Entry and submission process

To enter, register and pay using the registration form on the New Zealand Tourism Awards website. You'll then be sent a link to the relevant online submission form(s) to complete your entry submission online.

### Cost (per entry):

TIA Member: \$59 + GST

Non-member: \$159 + GST

### Guidelines

- With the exception of the Sir Jack Newman Award, you can only enter your own organisation, yourself or an employee.
- Please read the criteria for the Award carefully. You will be asked to complete an organisation statement and provide statements against the Award criteria.
- Make sure you allow enough time to complete your entry so that it best represents your ability and achievements.
- Draft your entry in a Word document so that it is easier to complete the online form.
- Word counts apply for each question, and these are laid out in the criteria.

### Supporting material

- Some supporting material is encouraged and can be submitted to support any/all of the criteria for the award. This material should be supplementary to your entry.
- Entrants can provide up to 2MB of supporting material in PDF format. This should be **one document** and not exceed 10 pages. It can include links to websites, online documents or video content (max three minutes).

### Referee

- You will be asked to provide the name of a referee, including their contact email and phone number. If you are selected as a finalist, your referee may be contacted by a member of the judging panel.

**Entries close at 5pm on Thursday 6 July. Late entries will not be accepted.**

### Questions?

If you have any questions about the awards or the entry and submission process, please contact the Tourism Industry Aotearoa events team at [awards@tia.org.nz](mailto:awards@tia.org.nz).