

TOURISM RESTAURANT NOMINATION CRITERIA

This category is open to all members offering a **tourism experience** or servicing the tourism industry. It must be seen in the public eye to be a *drawcard to a particular destination* or event. It is not a food award but does recognise a significant contribution to tourism through the provision of food and beverage. Entry is open - but not limited to - member restaurants, cafes, hotels and pubs. Entrants will be judged on their written submission and restaurant judging by an anonymous judge who will dine at your establishment during the judging period February through April.

PLEASE PROVIDE THE FOLLOWING INFORMATION IN YOUR WRITTEN SUBMISSION:

Question 1. Introduction (10 points)

Provide a general overview of the nature and history of your tourism restaurant.

Please briefly demonstrate your eligibility for entry in this category.

Important note: Maximum length of this answer is one page.

Question 3: Marketing (10 points)

- Who are your target markets and why?
- Describe your marketing strategies for each target market and detail the successes /outcomes
- How do you use your distinctive difference to attract your target markets?
- Demonstrate how clients are provided with an accurate and responsible depiction of what to expect from the experience /product.

TIPS: The answer should consider all arms of marketing (eg sales, advertising, public relations, word of mouth and e-marketing) where appropriate. Your objective should be to demonstrate a clear plan, supported by market research, and the results achieved.

Question 2. Product (10 points)

- How do your services and facilities enhance the tourism experience for visitors to your region?
- Provide details of your menu and explain how it enhances the tourism experience.
- What sets you apart from your competitors?
- What innovation(s) have taken place to improve your visitor experience and infrastructure?

Question 4: Involvement in the tourism industry (10 points)

Demonstrate how your organisation and/or employees have contributed to the development of tourism at:

- A local/regional level
- A state/territory level
- A national level

TIPS: Examples could include integrated packages including local products that encourage greater visitation in your area, involvement in local festivals and events, cooperation with local and state tourism authorities, tourism accreditation, active membership of industry associations, leadership in industry forums, involvement in trade shows etc.

ENTRIES CLOSE: FRIDAY 1 FEBRUARY 2008