



## Yorke Peninsula Tourism Awards 2018

### **2. FESTIVALS AND EVENTS**

This category recognises festivals, events and exhibitions that attract fewer than 50,000 visitors, enhance the profile and appeal of the destination in which they are held and create a significant economic impact for the destination.

#### **Question 1. Tourism Excellence (20 points)**

- a) Provide a brief overview on the nature and history of the festival/event and explain your reason for the chosen time of year. You must demonstrate your eligibility for entry in this category as outlined in the descriptor above. (9)
- b) Describe the program of activities you stage and the tourism experiences offered. What is your point of difference? (11)

*TIPS:*

*Part a) Refer to the ABOUT US section of your festival/event website as this may assist with this response. Judges will want to know how and when the festival/event started, who works there, where it is located (a map would be helpful to upload) and how it has developed over the years.*

*Part b) What sets you apart from other festivals/events and makes you special.*

#### **Question 2. Business Planning (20 points)**

- a) Provide an overview of the key features of your festival/events business plan. (10)
- b) What Risks have been identified for your festival/event? Summarise in more detail the risk mitigation strategies that you have put in place to ensure the safety and security of all the attendees at your event including staff, volunteers and contractors. (10)

*TIPS:*

*Part a) Include all business plan elements that are specific to your festival/event. Ensure that you broadly cover all areas such as financial management, human resources, operations etc.*

*Part b) Identify a broad summary of the risks involved in running your event. Follow this with a more detailed summary of the risk management approach for safety and security during the event itself.*

#### **Question 3. Marketing (20 points)**

- a) Who are your target markets? (10)
- b) What innovative marketing and communications strategies did you use? (10)

*TIPS:*

*Part a) This question seeks to understand who you have aimed your marketing towards. Consider for example; who they are, where they are from, how old they are, how they purchase travel, what motivates and inspires them and how your product fits.*

*Part b) What have you done differently to attract your customers? Consider for example; social media, digital advertising, apps. The response needs to focus on innovative approaches to marketing your festival/event.*

#### **Question 4. Customer Service (20 points)**

- a) Describe how you measure customer satisfaction and identify areas for improvement. (10)
- b) What processes do you have in place to respond to customer complaints? (10)

*TIPS:*

*Part a) What processes do you have in place to understand how your customer feels about your product/service? For example; feedback forms, monitoring social media, blogs, mystery shoppers etc. Consider providing a case study/example where you have implemented a change based on customer feedback.*

*Part b) Consider how you receive feedback for example telephone, email or User Generated Content such as blogs and TripAdvisor. Explain how you respond to each of these different communication channels.*

#### **Question 5. Sustainability (20 points)**

- a) Demonstrate your commitment to environmental sustainability. (10)
- b) What plans do you have in place to ensure the future sustainability of the event? (10)

*TIPS:*

*Part a) Explain your commitment to environmental sustainability and provide evidence of any measurement of your environmental footprint (fuel, energy, carbon, water, waste). Detail the practical activities you conduct at the festival/event in relation to conserving and measuring water, waste management and energy.*

*b) Provide details of, for example, sponsorship programs, funding and commercial business models that will ensure your event continues in the future.*

**Total score: 100 points. Site Inspection: 0 points.**

**There is no site inspection or visitation for this category.**