



South  
Australian  
TOURISM AWARDS

Industry Brief: Autumn 2008

### Q&A – Tourism Awards

**The Louise, in the Barossa, won the Australian Tourism Award for Luxury Accommodation.**

**General Manager Penny Rafferty talks to *Industry Brief* in the wake of the win.**

*Firstly, congratulations on winning the 2007 Qantas Australian Tourism Award for Luxury Accommodation. What does winning this national award mean for you and for The Louise?*

We are honoured and delighted for the property and our staff, but also for the Barossa and South Australia. Recognition of The Louise at this level is of course rewarding, exciting and gives us some nice recognition. However, the fact we are a regional property is significant for Barossa and SA and for the emergence of quality, luxury product in this state.

*You beat some stiff competition from the Cable Beach Club Resort, Peppers Spicers Peak Lodge, Sheraton on the Park Sydney and The Westin Melbourne. What is it that sets The Louise apart from these Luxury Accommodation alternatives?*

We are acutely aware that our guests expect a certain, very high, level of amenity and comfort. However, we are also aware that exclusive, unique, memorable dining and regional experiences are what will deliver the real aspirational visitor experience for our guests. So we pay equal attention to the quality of the accommodation and dining and the level of guest service to open the door to exceptional Barossa experiences for our guests. A team of 40 guest service professionals, minute attention to detail in the suites, memorable regional dining at Appellation, and creative, exceptional Barossa experiences are what I believe set us apart.

***To be eligible for the Australian Tourism Awards, you must win at State level first. Why did you decide to enter in the first place – and what were the benefits of going through the process?***

An annual review of who you are, how you are tracking against your business plan, and what improvements can be made to systems, procedures, product and delivery is a healthy thing for any business to undertake. The process of the tourism awards submission triggers much of that review process and assists with inspiring plans for the future.

***Has winning an Australian Tourism Award made it easier to market the business, and ultimately attract more guests?***

Winning a tourism award has highlighted the success of our marketing efforts over the past couple of years. Recognition as a leader in luxury accommodation and tourism is of course valuable and gives guests a sense of confidence when considering a stay in the Barossa at The Louise.

***Would you encourage others to enter the South Australian Tourism Awards? Why?***

Tourism, and in particular, regional tourism, is comprised of hundreds of small businesses with a vast array of products, aims and target markets. Entering the tourism awards makes the operator look closely at what they are really trying to achieve, who they are really trying to attract, and what they are really trying to deliver. It makes us focus on our unique attributes and sustainability. Writing the submission really is the trigger for annual business and marketing plan reviews.

***And finally, what sets a winning submission apart from its competition?***

Passion, authenticity, and a sustainable, successful product.

**Clipsal 500 Adelaide has taken out the Australian Tourism Award for Best Major Festival and Event.**

**Marketing Manager Carolyn Francis talks to *Industry Brief*.**

***Firstly, congratulations on winning the 2007 Qantas Australian Tourism Award for Major Festivals and Events. What does winning this national award mean for you and for the Clipsal 500 Adelaide?***

The Qantas Australian Tourism Awards recognise and promote excellence in tourism. They are the pinnacles of achievement for the tourism industry in Australia. Winning the 2007 Award is wonderful recognition for the Clipsal 500 Adelaide and in particular assists in enhancing South Australia's already enviable reputation for staging outstanding events and festivals.

***You beat some stiff competition from the other finalists, including Queensland's Australian PGA Championship, the 2006 Melbourne Cup Carnival and last year's winner - the Sydney Royal Easter Show. What is it that sets the Clipsal 500 Adelaide apart from these other major events?***

The Clipsal 500 Adelaide, held on Adelaide's picturesque street circuit, provides a vibrant mix of attractions designed to appeal to a diverse national and international audience.

A feast of motor sport, coupled with spectacular air displays, after-race concerts, charity functions and family-friendly activities, ensures an enormous four-day carnival that offers something for everyone.

The event's close proximity to the heart of the city is also a huge drawcard. Surrounding city tourism precincts embrace 'V8 Supercar fever', with on-track activities flowing into street parties helping to showcase Adelaide's accessibility, diversity and enviable lifestyle.

***To be eligible for the Australian Tourism Awards, you must win at State level first. Why did you decide to enter in the first place – and what were the benefits of going through the process?***

A key element of the Clipsal 500 Adelaide's charter is 'to provide enjoyment for South Australians and visitors alike and to further enhance the reputation of Adelaide and the State as the country's foremost location for major events.' Involvement in the Tourism Awards helps the Clipsal 500 Adelaide showcase its commitment to the South Australian tourism industry.

The process of preparing a Tourism Awards submission also assists in post event evaluation and strategic planning for future events by bringing into focus some of the key requirements for a major event such as business planning, marketing, professional development, customer service and risk management.

***Has winning an Australian Tourism Award made it easier to market the event, and given it a higher profile?***

Being a three time winner of an Australian Tourism Award has assisted enormously in achieving greater exposure and credibility for the Clipsal 500 Adelaide, particularly at national and international levels.

***Would you encourage others to enter the South Australian Tourism Awards? Why?***

Absolutely. South Australian Tourism Award submissions focus primarily on the quality of the tourism experience offered and the adoption of best business practices. Preparation of a Tourism Awards submission provides an invaluable opportunity to ensure continuous improvement through identifying shortcomings to be redressed and business development opportunities to be pursued.

***And finally, what sets a winning submission apart from its competition?***

Wherever possible, personalise your submission. Winning submissions need to convey the passion that goes into staging an event and the tourism product offered, and should focus on tourism related activities and experiences offered.

Keep in mind that members of the judging panel will be reviewing the scores of submissions, so it is important your submission has 'wow factor' in order to achieve cut-through from other submissions.

It is essential that the rules for entry are followed and all parts of the questions are answered. Claims should be factual, concise and substantiated with supporting documentation. Use photographs, graphs and charts to support and reinforce the point you are trying to convey and to also make it easier for judges to read your submission.

Finally, before finalising your submission, ask a person independent from your business to review your draft for spelling and grammatical errors and clarity of answers. Third party feedback is invaluable.