



COFFS COAST BUSINESS AWARDS 2023 - ENTRY QUESTIONS

Category – ACCOMMODATION

You will be required to provide a 100 word biography for your business to be used for promotional purposes. As well as provide contact details and some information about the business, such as registered ABN, address etc.

Accommodation Award

A business engaged in the provision of short-term accommodation and associated services. Businesses such as Hotels, Motels & Resorts, Bed & Breakfast Accommodation, Self-contained Short Stay Apartments, Caravan and Camping.

Questions:

1. Explain the key strengths of your business and what makes you the best at what you do? How do you differentiate your service / product offering to that of your competitors? Max Word count 250
 2. What are your key plans to ensure your business remains sustainable into the future? Identify two goals for your business for the next 12 months and describe the activities you will undertake to action them and the desired results. Max Word count 400
 3. Describe the new ideas, new products, new technologies or other innovations you have introduced into your business in the last 12 months and explain the benefit of these to your business. Max word Count 350
 4. How do you respond to negative customer feedback and how do you use feedback to improve your business? Provide a practical example. Max Word Count 250
 5. Demonstrate how your business contributes positively to the local economy, community and environment. Max word Count 150
- Once you have answered these questions go to the application 'enter now' section of the website and follow the instructions.
 - You will use your email account to upload your completed Entry Forms.
 - You must also submit 1 landscape image in JPG format.

