



COFFS COAST BUSINESS AWARDS 2023 - ENTRY QUESTIONS

Category – TOURISM, EXPERIENCES AND EVENTS

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.

Tourism, Experiences and Events Award

This category recognises natural or built attractions that people visit for pleasure and interest.

Entrants in this category attract significant visitor numbers and businesses may include: local and regional events, Park Attractions, Natural Attractions, Adventure tours, Film festivals, Music and / Cultural events.

Questions:

1. Please provide an overview of your tourism product/experience/event including the nature and history of the business. How does your business demonstrate tourism excellence? Max word count 500
2. What changes have you planned and implemented in the last 12 months in response to business or customer needs. Please describe the success of these to your business. Max word count 400
3. Describing your target markets, what marketing strategies have you implemented to attract or maintain existing or new target markets to support business growth? Provide a description of why these strategies were chosen for your target market and the success of these. Max word count 500
4. How do you measure quality visitor experiences including the demonstration of inclusive practices? How do you monitor and use customer feedback to improve your business offering? Max word count 400
5. Demonstrate how your business contributes positively to the local economy, community and environment. Max Word Count 300

- 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.