



## **COFFS COAST BUSINESS AWARDS 2025 - ENTRY QUESTIONS**

### **Category – TOURISM, VISITOR 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, Visitor Experiences and Events Award**

This category recognises natural or built attractions, tourism operators, accommodation providers and events 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, Accommodation providers, Film festivals, Music and / Cultural events.

#### **Questions:**

1. Please provide an overview of your tourism product/visitor 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.