



MEDIA RELEASE

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Success the nominator's common denominator

With more categories on offer than ever before there have never been better odds of securing a win at the North Queensland Tourism Awards. A host of new categories have been introduced to keep the process in line with the Queensland and Australian Tourism Awards process there are now 29 categories on offer.

Nominations must be in by the 16th of May. Townsville Enterprise is hosting a submissions writing workshop to help operators through the process of submitting a nomination on Tuesday the 6th of May. Any tourism operator considering entering the 2008 Queensland Tourism Awards is urged to attend.

Bungalow Bay Backpackers won the 2007 Australian Tourism Award for Best Backpacker Accommodation after winning back-to-back Queensland Tourism Awards and North Queensland Tourism Awards. Owner Brett Flemming said the awards writing process is a rewarding process in itself.

“Writing our submission for local awards was our first step in the state and national process. It’s really writing a new business plan for the next year and a chance to reflect on where you’ve gone right and wrong in the past year. You have to pull apart every inch of your business to write your submission,” he said.

Writing a submission gives you the chance to learn about your business and at times can change your perspective on your approach to marketing.

“It’s really been amazing to realise how much young Australians couples are now playing in the budget accommodation sector – we’d never have known that if we hadn’t pulled apart our figures,” Mr Flemming said.

“It’s a chance to receive some recognition from the local tourism industry and being in the state and national awards is something we can use to raise awareness of Townsville and Magnetic Island as an emerging destination.”

“Winning awards is satisfying for everyone involved. It’s great for the staff to receive recognition, great for our PR and marketing, and greatly satisfying recognition for all the work you put in as a business owner”

“The awards writing process helps when applying for other tourism related accreditation, being recognised as an award winner can also help when writing grants submissions.”

When it comes to nominating for the North Queensland Tourism Awards Townsville Enterprise Chief Executive Officer Glenys Schuntner believes it’s a simple equation.

“When you examine the successful tourism operators in our region you’ll find a common factor – they’re all nominating for the tourism awards and benchmarking themselves against other similar businesses.”

“Tourism in North Queensland is about cooperation – it’s not a case of divide and conquer. It’s a matter of working together, learning from one another and growing the pie. The 2008 Townsville Airport North Queensland Tourism Awards are a celebration of our shared successes. They’re about coming together as an industry and recognising excellence.”

“For the awards to be of any benefit to the industry we need competition – we need nominations. Our message to tourism operators is simple. You’ve got to be in it to win it.”

“We’re really excited about the concept and location in store for this year’s awards, and with a record number of categories on offer it’s going to be a night to remember for more operators than ever before - provided they get their nominations in.”

Tourism operators should submit their entries to Townsville Enterprise before the May 16 closing date. Details of categories and nomination requirements are available at www.northqueenslandtourismawards.com.au.

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