

National Awards for Excellence



BEST TOURISM INITIATIVE Accommodation & General Division

HOTEL/VENUE: _____

DATE VISITED: _____

A 1000 word written submission is required to for the assessment of this category. To include: supporting documentation and pictures including photographs, press clippings and references to assist in the assessment of this category. Judges are required to meet with hotel management to discuss the Tourism Initiative

TOURISM INITIATIVE

Detailed description of the implementation of the tourism initiative	1	2	3	4	5	_____
Evidence of interaction and involvement with a local tourism authority/fraternity/organisation	1	2	3	4	5	_____
Description of the local tourism authority/fraternity/organisation hotel is involved with	1	2	3	4	5	_____
Evidence and description of the hotels ability to offer a wide range of hospitality services	1	2	3	4	5	_____
Evidence of feedback from guests utilising the wide range of hospitality services on offer at the hotel	1	2	3	4	5	_____
Evidence and description of the hotels ability to offer a wide range of hospitality services	1	2	3	4	5	_____

Tourism Initiative score: **/30**

Tourism Initiative Comments:

MARKETING CAMPAIGN

Quality of the developed tourism marketing strategy	1	2	3	4	5	_____
Evidence of the tourism marketing campaign	1	2	3	4	5	_____
Evidence of an increase in popularity as a result of the marketing strategy (i.e. visitors data)	1	2	3	4	5	_____
Quality and relevance of photographs, press clippings & references	1	2	3	4	5	_____

Marketing campaign score: **/20**

Marketing campaign Comments:

ENVIRONMENTAL SUSTAINABILITY

Evidence of in-house recycling programs	0	1	2	
Evidence of support for environmental sustainability	0	1	2	
Best practice in waste management	0	1	2	
Energy saving initiatives	0	1	2	
Water saving initiatives	0	1	2	

Environmental Sustainability Score: /10

Environmental Sustainability Comments:

JUDGES OVERALL EVALUATION OF WRITTEN SUBMISSION: 1 2 3 4 5 6 7 8 9 10 /10

JUDGES OVERALL EXPERIENCE: 1 2 3 4 5 6 7 8 9 10 /10

➔ TOTAL SCORE /80