

Tourism Excellence Award

A healthy visitor sector is one we can be proud to leave to those who come after us. The whole tourism industry must be regenerative and resilient, contributing value back to Aotearoa New Zealand and to our communities. It will demonstrate leadership across all of the Tourism Sustainability Commitments: economic, visitor, environment and community, and the contribution it is making to grow a regenerative tourism industry that benefits Aotearoa New Zealand.

The Tourism Excellence Award recognises a tourism business that has the wellbeing of communities at its heart, is representative of our culture and values, has an excellent visitor experience at its core, it nurtures the natural environment and is brought to life by a profitable enterprise that shows a high level of responsibility.

There are two sub-categories for this Award:

- Large business (over \$6 million annual turnover)*
- Small-medium business (under \$6 million annual turnover)*

** Entry is based on your TIA membership tier.*

What are the judges looking for?

- **Leadership** – the business enriches the visitor experience in ways that show genuine care and enable enriching experiences. The business provides meaningful work and opportunities for those working in the industry to develop and grow.
- **Operational excellence** – demonstration of how the business contributes to the unique essence, culture and health of its local community/ies and is enriched by the values of Te Ao Māori.
- **Impact and outcomes** – the business improves the health of our natural ecosystems, generates durable financial returns and supports further regenerative development. Demonstrable results have been achieved, and the impact is measured.

New Zealand Tourism Sustainability Commitment

This Award specifically relates to businesses that incorporate all values embedded in the Tourism Sustainability Commitment, including the four key elements and the 12 commitments that sit within each of these elements.

Economic – Tourism delivers opportunity and prosperity across the New Zealand economy. This includes resilience, investment and innovation.

Visitor – New Zealand provides world-leading experiences for both international and domestic visitors. This includes visitor satisfaction, culture and heritage, and visitor engagement.

Environment – Tourism strongly contributes to protecting, restoring and enhancing New Zealand's natural environment and biodiversity. This includes restoring nature, carbon reduction and eliminating waste.

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Community – New Zealanders understand, support, shape and benefit from tourism operating in their communities. This includes being an employer of choice, community engagement and sustainable supply chains.

Judging criteria

Your entry should include the following and must be submitted using the online portal.

Organisation statement* (150 words)

A short statement about your organisation and why you should win this award.

Award statements

Award statements should concisely outline how the organisation has demonstrated the criteria for this award, for each of the areas below.

Achieving economic sustainability (up to 600 words) – 20 points

- Outline initiatives and strategies you have in place to ensure long-term sustainable business performance.
- How are you investing to create value opportunities and drive sustainable practices?
- What strategies do you have in place and how are you innovating to mitigate the challenges facing your business?
- How have you demonstrated resilience?
- How have you demonstrated innovation in the tourism industry?
- Please provide solid examples of results, impacts and outcomes of your economic sustainability practices, such as before and after metrics.

Achieving visitor sustainability (up to 600 words) – 20 points

- How do you measure customer satisfaction, including monitoring, evaluation and reporting?
- How do you innovate to improve or upgrade your offering to enhance the visitor experience?
- What initiatives do you have in place to educate visitors about New Zealand's cultural and behavioural expectations, including support of the Tiaki Promise.
- How does your business incorporate the tikanga Māori values embedded in the Tourism Sustainability Commitment – kaitiakitanga, manaakitanga and whanaungatanga?
- How do you measure the impacts and outcomes of your visitor sustainability practices?
- Please provide solid examples of results that have been achieved, for instance an increase in visitor satisfaction or your product(s) being improved directly due to visitor feedback.

Achieving host community sustainability (up to 600 words) – 20 points

- How do you create a distinct company culture and use this as a driver to motivate and retain great staff?
- How do you connect with employees to drive engagement, communicate a clear vision and exert strong personal values? Do you pay a fair wage to all staff?
- How are you actively engaging with the communities in which you operate?

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- Have you worked with other business and/or community groups to effect positive change in your community?
- How are you working towards ensuring you have socially and environmentally sustainable supply chains?
- Please provide examples of the measured impacts and outcomes of your community engagement practices, such as local media coverage.

Achieving environmental sustainability (up to 600 words) – 20 points

- What are you doing to actively protect, restore and enhance New Zealand's natural environment and biodiversity?
- What carbon measurement and reduction programme do you have in place? When was this introduced and how has it evolved?
- What waste reduction and management strategies do you have in place with the aim of reducing, reusing, recycling and recovering as much as possible, and ultimately eliminating waste?
- How does the business actively engage with visitors and communities on the importance of restoring, protecting and enhancing New Zealand's natural environment?
- Please provide examples of the measured impacts and outcomes of your environmental sustainability practices, such as carbon emissions reduced, or waste eliminated.

Business impact and industry contribution/ leadership (up to 600 words) – 20 points

- What impact have your sustainability initiatives had on your business, e.g. your strategic planning, attracting and retaining staff, staff satisfaction and visitor experience?
- What are your key sustainability and regenerative achievements – what are you most proud of?
- What actions have you taken to show leadership in your community or sector to bring others on the journey towards regenerative tourism?

Financial performance

As part of the submission process, you will be asked to confirm that your business is financially sound. This will be a tickbox in the submission form.

* This information may be used in TIA marketing material.

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Entry and submission process

To enter, register and pay using the registration form on the New Zealand Tourism Awards website. You'll then be sent a link to the relevant online submission form(s) to complete your entry submission online.

Cost (per entry):

TIA Member: \$59 + GST

Non-member: \$159 + GST

Guidelines

- With the exception of the Sir Jack Newman Award, you can only enter your own organisation, yourself or an employee.
- Please read the criteria for the Award carefully. You will be asked to complete an organisation statement and provide statements against the Award criteria.
- Make sure you allow enough time to complete your entry so that it best represents your ability and achievements.
- Draft your entry in a Word document so that it is easier to complete the online form.
- Word counts apply for each question, and these are laid out in the criteria.

Supporting material

- Some supporting material is encouraged and can be submitted to support any/all of the criteria for the award. This material should be supplementary to your entry.
- Entrants can provide up to 2MB of supporting material in PDF format. This should be **one document** and not exceed 10 pages. It can include links to websites, online documents or video content (max three minutes).

Referee

- You will be asked to provide the name of a referee, including their contact email and phone number. If you are selected as a finalist, your referee may be contacted by a member of the judging panel.

Entries close at 5pm on Thursday 6 July. Late entries will not be accepted.

Questions?

If you have any questions about the awards or the entry and submission process, please contact the Tourism Industry Aotearoa events team at awards@tia.org.nz.

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