



Best Historical Venue-Visitation

This category recognises a venue that offers a high-quality overall experience to the visitor with strong commitment to preserving regional history and thus create an economic impact, increased visitation, and educate the local and international markets on the history of the venue/region. Entrants in this category are required to demonstrate that they meet minimum visitation standards of bringing in 10,000 plus visitation to enter the awards.

Scoring

- **Written submission: 75 marks**
- **Online reviews & social media: 10 marks**
- **Mystery visit: 15 marks**
- **Total score: ___/100 marks**

Written submission - 75 marks

1. Provide an overview of the nature of your venue and business with history of when it was established. (All logos of business and campaign images to be attached in jpeg, 150-200 words)
2. Provide a case study and example how your exhibitions/ show has increased visitation attaching any visitation number analytics and campaigns (will be treated confidentially). (100-150 words)
3. Attach media file showing case your venue. State your success factor in creating local, regional, and international markets. (100 words)
4. What kind of community engagement did your venue create, state examples with images? (50 words)

Online reviews & social media - 10 marks

Social media analysis: Page hits on social media (give mix of platforms and customer sentiment with ratings) – Give screen shot of jpeg pages. (100 words)

Mystery visit - 15 marks

Judges will choose to revisit this and mark accordingly.

Please submit the above and send by drop box link:

- Your completed nomination forms.
- Jpeg images
- Media files in Mp3
- Your company logo in jpeg
- Your contact details, email phone number and name of business and address
- Make payment of \$150 admin fee of the link given and attach.
- Email all the above to: wstawards@visitsouthwestsydney.com.au
- Submission deadline is **by 15th August 2024.**

Good luck!

Book your Awards night tickets to support this incredible event for Industry!!