



Apartment Hotels and Unique Accommodation

This category attracts entries from Apartment style hotels as well as also recognises tourism excellence in accommodation providers that give the guests a with a unique tourism experience. This category is open to conventional accommodation Apartment style Hotels, or unconventional accommodation infrastructure e.g. acreage stays, farm stay, caravan parks, tented holidays, houseboats, and other lodgings.

Scoring

- **Written submission: 70 marks**
- **Online reviews & social media: 20 marks**
- **Mystery visit: 10 marks**
- **Total score: ___/100 marks**

For Unique Accommodation Providers: Written submission – 70 marks:

1. Provide an overview of the tourism products, experiences, and/or services including the nature and history of the business. (150-20 words)
2. What innovation/enhancements has the business implemented to improve the product/experience and what were the outcome of the innovation/enhancement? (100-150 words)
3. State what marketing strategies did the business implement to attract target markets, and what was the outcome of the marketing strategies. (100 words)
4. Demonstrate how the business has made a positive impact through being environmentally, socially, economically, and ethically responsible.

Online reviews & social media - 20 marks

Did the event showcase the vibrant visitor economy of the region -Give updates made on social media platforms to increase awareness and attract attendees. Page hits on social media (give mix of platforms and customer sentiment with ratings) – (100 words)

Mystery visit: 10 marks

Judges will choose to revisit this and mark accordingly.

For Apartment Style Hotels: Written submission – 70 marks

1. Provide an overview of the Apartment Hotel, services and history of the business. (150-20 words)
2. What innovation/enhancements has the business implemented to improve the product/experience and what were the outcome of the innovation/enhancement? (100-150 words)
3. State what marketing strategies did the business implement to attract target markets, and what was the outcome of the marketing strategies. (100 words)
4. Demonstrate how the business has made a positive impact through being environmentally,

socially, economically, and ethically responsible.

Online reviews & social media - 20 marks

Did the event showcase the vibrant visitor economy of the region -Give updates made on social media platforms to increase awareness and attract attendees. Page hits on social media (give mix of platforms and customer sentiment with ratings) – (100 words)

Mystery visit: 10 marks

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For either Apartment hotel or Unique Accommodation submission, please submit the above and send by drop box link:

- Your completed nomination entry on word doc
- 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 \$120 admin fee on our website link.

Email all the above to: join@wstourism.com.au

Submission deadline: 2nd June, 2025

Finalists Announced: 16th June, 2025

Awards Night: Friday 5th September, 2025

Good luck!

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

Thank You,
Western Sydney Tourism Taskforce NSW Inc