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### **Streamlined Awards System for Tourism Businesses**

The Australian Tourism Industry Council (ATIC), owner of the Australian Tourism Awards, is excited to announce that in 2017 a new online Awards program will be introduced, incorporating a complete online entry process.

For over 30 years, the Australian Tourism Awards has celebrated and recognised Australia's 'best of the best' tourism operators who have demonstrated a high level of business excellence and provision of quality visitor experiences. The Awards process continues play a vital role in enabling tourism businesses from across Australia to undertake a system of review and development.

The new online program is currently being developed and tested for state and territory release in March. It will be aligned and accessed through the same portal as the Australian Tourism Accreditation Program, and will provide entrants a streamlined and efficient system for long-term business development

The notable change going forward is the move from a .pdf submission process to a web-based 'form' which businesses will complete online.

Chair of the Australian Tourism Awards, Daniel Gschwind said "In 2017, entrants can look forward to entering completely online. The new format will eliminate formatting rules and allow entrants to focus solely on their responses to questions. In addition, there will be other enhancements which will make entering into the awards an easier process for all."

Categories and questions will remain mainly unchanged for the 2017 awards year.

Winners of the 2016 QANTAS Australian Tourism Awards will be unveiled in Darwin on Friday, 24 February 2017.

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