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**CANBERRA
REGION
TOURISM
AWARDS**

The 2019 Canberra Region Tourism Awards is now accepting submissions.

The Canberra Region Tourism Awards (CRTA) is the industry's most prestigious program to recognise excellence in tourism. Each year the best in the vital tourism sector are recognised for their hard work, innovation and achievements through a rigorous judging process. The CRTA program and events are run by the National Capital Attractions Association with VisitCanberra as a supporting partner.

The winners of the Awards will be announced in a gala evening at the Australian War Memorial on Friday 29 November.

Organisations from around the region can enter one of 32 categories including Ecotourism, Cultural Tourism, Specialised Tourism Services, International Ready and Tourism Wineries, Distilleries and Breweries. They will be assessed by expert, volunteer judges, through a mix of site visits and a comprehensive award submission.

The process is a rigorous one and looks at business planning, sustainability, marketing and customer service aspects. Entrants can also access plenty of support to ensure they can present a strong submission that tells their story in a compelling way. These include workshops, mentoring support and other services.

Chair of Judges, Phillip Jones notes, "all our judges have considerable experience across the breadth of the tourism sector and are passionate about making a contribution to ensuring excellence is recognised and supported."

"The Awards also provide an opportunity for an entrant to benchmark themselves against their peers, gain valuable feedback from the judges after the process to improve their business and submission for next year."

Finalists and winners can also leverage their achievement to drive new opportunities and use the recognition in their marketing.

Winners in national categories will go on to compete against their peers from around the country in the Australian Tourism Awards. In 2020, Canberra will be hosting the awards which will be an opportunity to showcase our region to the national tourism industry.

Entries close July 5.

CONTACT FOR COMMENT

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