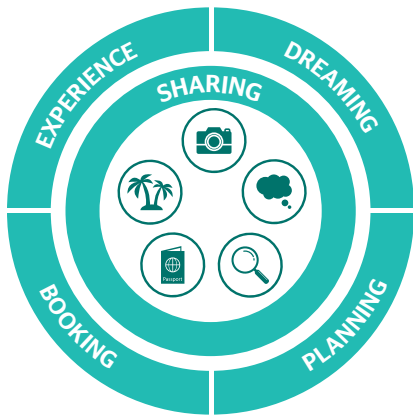


The Best of Queensland Experiences Program

The Best of Queensland Experiences Program is an innovative program that will ensure Queensland exceeds consumer expectations by guiding industry to deliver exceptional customer experiences.

What influences today's consumers

All **five stages of travel** impact a consumer's overall experience



93%

of global travellers say their booking decisions are impacted by online reviews

Word of mouth has the strongest impact on travel decisions and online reviews have amplified this influence



92%

of consumers trust recommendations over all other forms of advertising

Assessment and recognition

The Best of Queensland Experiences Program assesses tourism products against an independent set of criteria that incorporates online customer reviews, responds to consumer expectations and reflects industry best practice.



All operators receive an individual report, worth over \$1,000, that provides valuable insights on consumer perceptions and reviews of their experience.

The Best of Queensland Experiences will be exposed to a range of benefits, including:



Consumer advocacy and greater business performance by delivering exceptional experiences



Inclusion in Tourism and Events Queensland's preferred operator database accessed by staff when planning marketing and activity



Prioritisation across all Tourism and Events Queensland marketing and activity, including on Queensland.com

Find out more at teq.queensland.com/bestofqldexperiences

TOURISM & EVENTS
Queensland

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How does it work?

The Best of Queensland Experiences Program sets measurable benchmarks for our tourism industry on what constitutes exceptional visitor experiences. Operators do not need to apply to be assessed. Tourism products with a live listing on the Australian Tourism Data Warehouse (ATDW) will automatically be assessed in the program.

Australian Tourism Data Warehouse:

Accommodation, Attraction, Food and Drink, Tour, Hire, Transport and General Services listings will be assessed **annually** against the program criteria



Consistent delivery of an exceptional experience based on positive customer reviews

60 points



Website with secure online booking platform

15 points



Active and engaging social media presence

15 points



Regional Tourism Organisation membership

5 points



Accreditation

5 points

Tourism products that achieve 80 or more points

Best of Queensland Experiences



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The Best of Queensland Experiences Program measures consumer expectations among operators who engage with Tourism and Events Queensland's consumer audience through the Australian Tourism Data Warehouse.