



## CATEGORY - 10 – TOURISM ATTRACTION & EVENTS

### **B) Major Tourist Event**

This award recognizes an initiative, which has boost the visitor experience and participation with the promotion of tourism.

Any enterprise, which provide an outstanding unique leisure and adventure experience by way of product or service for the visitors are eligible for this award.

Title of the Event	
Business Address	
Contact Name	
Telephone	
Email	
Website	

### **1. Commitment to Excellence**

- 1) Give a brief history and description of the Tourism Event / Experience you offer.  
Answer: (max 100 words)
- 2) Will the above event experience is in par with similar international event  
(max 20 words)
- 3) List the specific improvements that you have made to your event in comparison to the previous similar event to enhance your Visitors/customers experience. These improvements should have been made within the last two years.  
Answer: (max 50 words)
- 4) Please provide details of how the activity/concept was developed, from identification of the market segment and to how it was developed. Please include details of any evaluation measures that have been put in place. Answer: (max 200 words)



## 2. Innovative Marketing

The judges will be looking for initiatives and fresh ideas introduced in the event to new or repeat visitors/customers to the experience. Information should be included on the success of these initiatives.

1) List your target markets e.g. families, specific age groups.  
Answer: (max 50 words)

2) Explain briefly how you attract new and/or repeat business, including any innovative promotional campaigns that you have run.  
Answer: (max 200 words)

## 3. Accessibility

The Tourism Experience should clearly demonstrate a commitment towards catering for visitors and customers with disabilities.

1) Give details of how your operation and the service it provides is accessible to all its customers. (max 200 words)

## 4. Care for the Environment

Examples of action include using sustainable local materials and recycling, visitor payback schemes, reducing packaging, promoting local events, garbage and waste management forging links with community groups, coordinating public transport initiatives, employing local people etc.

## 5. Give specific examples of how your organization cares for:

1. Describe how this event / experience benefit the tourism destination making of Sri Lanka as a Tourism product.
2. How this event enhance the visitors arrivals to the country.
3. The benefit to the local community and environment sustainability.