



ASSOCIATION OF TOURIST & HERITAGE RAIL AUSTRALIA

ABN 19 755 744 868

ATHRA Tourism Promotion Award

The ATHRA Tourism Promotion Award is awarded annually to encourage and recognise efforts of organisations and individuals operating in the railway and tramway tourist and heritage sector in Australia.

Passengers and visitors underpin the financial sustainability of the tourist and heritage rail sector. Tourism promotion is a key element to increasing passenger numbers and ticket sales.

The Award will be judged in accordance with ATHRA Awards General Rules and Conditions and the specific requirements set out below:

1. The Award is open to tourist and heritage railways and tramways organisations operating in Australia.
2. The Award recognises tourism promotion can take many forms and some examples are:
 - Public media campaigns;
 - Interpretive brochures and materials freely available for visitors;
 - Active participation in regional tourism initiatives;
 - Introduction of new products and services to meet a market need;
 - Web sites;
 - Public events.
3. An organisation may submit more than one entry for the Award.
4. Judging will be based on typed submissions not exceeding 2000 words (excluding annexures) that detail the efforts and actions of the nominated tourist and heritage railway tramway or Museum and the reasons why they are considered worthy of special recognition. Entries may be supported with relevant evidence such as media coverage and feedback from the public.
5. Entries shall include two photographs suitable for promotional use.