

MODULE THREE

INTRODUCING THE BEST OF QUEENSLAND EXPERIENCES PROGRAM

The Best of Queensland Experiences (BoQE) Program assesses how well you are performing in meeting customer needs and expectations — through the eyes of your customers.



The Program was created by Tourism Events Queensland (TEQ) to help businesses across Queensland improve their experiences, create positive word of mouth for their business and help to attract more customers. The insights are also used to help inform industry stakeholders such as Regional Tourism Organisations (RTOs), Queensland Tourism Industry Council, the Queensland Government and TEQ on how they can best focus their initiatives.

If your business is listed on the Australian Tourism Data Warehouse (ATDW) and your listing is current and live on the required date each year, you are automatically included in Program.

The BoQE Program assesses your business annually against an independent set of criteria that incorporates online customer reviews and your response to consumer expectations for online communications and bookings. You receive an individual report with insights on your customers' perceptions of the experience you provide and where improvements could be made to deliver an exceptional Queensland experience and ultimately create positive word of mouth and increase sales and business performance.

Assessment also includes consideration of your commitment to excellence through RTO membership and relevant industry accreditation.

The assessment criteria include:



BUSINESS THAT ACHIEVES 80 POINTS OR MORE



BENEFITS THE BOQE PROGRAM OFFERS YOUR BUSINESS INCLUDE:

- Enables you to measure how well you are rating online across over 175 review platforms in relation to your competitors and confirm what you are hearing on the ground from customers on their experience.
- Allows you to benchmark your experience against similar operators across the state and Brisbane.
- Provides you with a free consumer insights report (ReviewPro Operator Report), valued at more than \$1,000, to help you to identify where to put your attention to improve positive word of mouth and sales.
- Shows you the impact of having a digital presence and customer focus on your online reputation.
- Helps you to improve operational efficiencies, such as by developing a social media calendar.
- Enables you to be better aligned to the destination, regional Brisbane and Queensland brand stories and leverage those in your own marketing to gain greater reach.
- Provides you with priority access to media famils and marketing campaigns and other marketing activities and publicity by TEQ and Brisbane Economic Development Agency (BEDA).
- Gives you higher priority in TEQ's marketing as your ReviewPro GRI™ score increases, in recognition of those who are truly delivering the best experiences according to consumers.
- Enables you to show customers your commitment to providing an exceptional experience. (Participating businesses that achieve a BoQE score of 80+ will also be recognised as a Best of Queensland Experience in the Brisbane Region.)



Success for any business depends on how well you not only meet, but exceed consumer expectations, especially those in the tourism industry. If you can WOW every single customer so that they leave as an advocate for your business, you can build a positive reputation through word of mouth recommendations and reviews.

This will ensure the Brisbane region and Queensland broadly, remain top of mind for potential travellers, leading to more visitors, greater expenditure and increased market share.

Benefits for business can also include increased revenue. A 1% increase in a hotel's ReviewPro GRI score (eg, 80 – 80.8) for example, is resulting in a 0.96% increase in RevPAR. A one-star increase in Yelp ratings of US restaurants is leading to a 5-9 percent increase in revenue.

As noted in the Introduction, you may have access to a mentor to help you make the most of this Guide, become rated as a Best of Queensland Experience and receive special recognition as a Best of Queensland Experience in the Brisbane Region.

FIND OUT MORE

[Visit TEQ's website](#) for a more detailed explanation of each component of the BoQE report, including [FAQs](#).
[Access digital support](#) resources from QTIC.