



# Entry Guide 2025

Brought to you by



# Top Tips from the Judges

---



- Read each section of the criteria and check that you have answered the questions.
- Frame your entry to highlight your strengths.
- Wherever possible back up your response with data. Judges will want to see that you “measure to manage”. Along with data, testimonials and ratings in scoring platforms like TripAdvisor, Booking.com, Google reviews, can help expand your narrative.
- The counterfactual is important – if you didn’t do what you did what would have happened?
- Keep it real and authentic.
- Use the Supporting Document to support your entry. It provides valuable context for the judges and can strengthen your entry. You may include graphs, screenshots, testimonials or a link to video content (no more than three minutes video footage in total).
- Utilise and take advantage of the maximum word count to provide the judges with as much information as possible.

Brought to you by



# Entry Steps

---



1. Download a copy of the entry criteria in PDF for the Awards you would like to enter and read the [Terms and Conditions](#).
2. Prepare your entry in a Word document first and save that as a copy of your entry. Allow enough time to prepare your entry.
3. Enter online at <https://www.nztourismawards.org.nz/> or via the TIA website under Events <https://www.tia.org.nz/events/new-zealand-tourism-awards/>

Note, payment is taken at the time of entry via Visa or Mastercard.

If you'd prefer an invoice, please contact [events@tia.org.nz](mailto:events@tia.org.nz) as you will be sent a separate entry form. The invoice will need to be paid before you can submit your entry.

# Entry Steps

---

4. Create a new user account for 2025  
(sorry you can't use your account from last year)

Note, your email address is essentially your username

**NEW ZEALAND**  
**TOURISM AWARDS**

2025

Before you begin you will need to create an account. Click the **Create new user account** tab below to start.

Once you have chosen and paid for the Award(s) you wish to enter, you will receive an email with links to the submission portal(s) for the award(s) you have entered.

↓

Sign in with your existing account

Create a new user account

• Email Address

• Password

• Confirm Email Address

• Re-enter Password

Not signed in

Next

**TIA** TOURISM INDUSTRY AOTEAROA

(04) 499 0104  
awards@tia.org.nz

# Entry Steps

## 5. Enter your organisation and contact details

- You'll need to enter your TIA company ID number and company name. These details are in the email you received announcing that entries are open. If you don't have these details please contact [events@tia.org.nz](mailto:events@tia.org.nz)
- If you are selected as a finalist we will use the website, photo and social media profiles you provide us in this section

NEW ZEALAND  
**TOURISM AWARDS**

2025

16%

### Organisation and contact details

Enter the details of the person who will be managing the awards entry. If you are nominating someone for an individual award you will complete their details within the submission portal once you have entered

Please enter your **TIA company ID number and your company name** (these were included in the email sent to you with information on entering the New Zealand Tourism Awards 2025), or if you do not have these details, please contact the events team on [events@tia.org.nz](mailto:events@tia.org.nz) before proceeding.

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Please include the social media accounts you would like TIA to tag if you are selected as a finalist.

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>

Please upload one hero image (under 3MB) that TIA can use if you are selected as a finalist.

<input type="text"/>	<input type="button" value="Browse"/>
----------------------	---------------------------------------

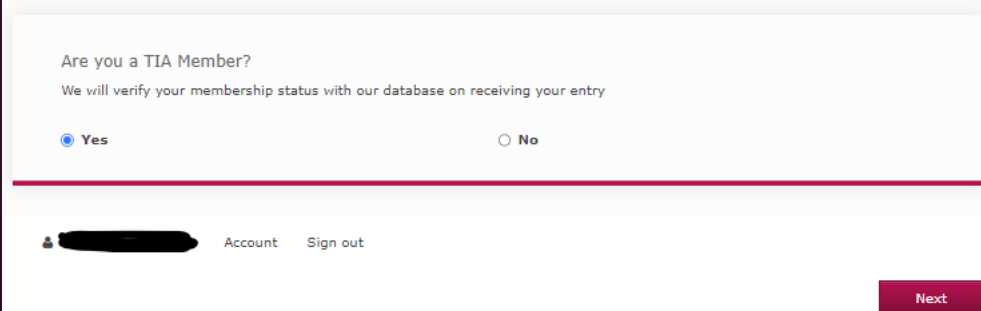
# Entry Steps

---

## 6. Select if you are a current TIA member

- Awards Registration (enter before 18 June 5pm)
  - TIA members: \$79 + GST
  - Non-members: \$129 + GST
- If you're not a TIA Member, check out the [membership benefits here](#) and the [membership fees here](#)

## 7. Click 'Next'





Are you a TIA Member?

We will verify your membership status with our database on receiving your entry

Yes  No

---

  Account Sign out

Next

# Entry Steps

8. Select the Awards you would like to enter
9. Click 'Next'
10. Review your entry details
11. Review the [Terms and Conditions](#), then tick the box
12. Click 'Next'

NEW ZEALAND  
**TOURISM AWARDS**

2025

33%

### Award Entries

Please indicate below the awards you wish to enter. For a full description of criteria for each award, please visit [www.nztourismawards.org.nz](http://www.nztourismawards.org.nz)

Please note all prices are excl GST

### Award Categories

#### Tourism Excellence Awards

The Tourism Excellence Awards recognise a tourism business that has the wellbeing of communities at its heart, is representative of our culture and values, and has an excellent visitor experience at its core. It nurtures the natural environment and is brought to life by a profitable enterprise that shows a high level of responsibility.

Large Business (over \$6 million annual turnover)  
Small-Medium Business (over \$1.5 million and under \$6 million annual turnover)\*  
Micro Business (under \$1.5 million annual turnover)\*

*\*The entrant's business must not be part of or controlled by a larger organisation or parent company.*

<input type="checkbox"/> Tourism Excellence Award (Large Business) Entry	AMOUNT 79.00	TOTAL 0.00
<input type="checkbox"/> Tourism Excellence Award (Small-Medium Business) Entry	AMOUNT 79.00	TOTAL 0.00
<input type="checkbox"/> Tourism Excellence Award (Micro Business) Entry	AMOUNT 79.00	TOTAL 0.00

#### Community Engagement Award

Recognises a tourism business that is a leader in engaging and supporting vibrant communities. It has a well thought out and executed programme to successfully engage with the communities in which it operates. It is working to establish shared trust and values and is using a variety of approaches to connect with its host community/ies, including informing, consulting, involving and collaborating.

<input type="checkbox"/> Community Engagement Award Entry	AMOUNT 79.00	TOTAL 0.00
---	-----------------	---------------

### Terms and Conditions

Terms and conditions of entry into the New Zealand Tourism Awards 2025 can be found [here](#)

**\*I agree to the terms and conditions of entry**

Account Sign out

Back Next

# Entry Steps

13. Tick 'Payment Method' and a box will pop up to enter your card details

If you'd like to pay by invoice, you will be required to complete a different entry form. Please contact [events@tia.org.nz](mailto:events@tia.org.nz)

**NEW ZEALAND TOURISM AWARDS** 2025

83%

Payment

Please ensure when you are paying by credit card that you click 'next' within the payment screen to ensure the transaction completes.

Registration Total	NZD 90.85
Includes tax	11.85
<b>Amount Payable</b>	<b>90.85</b>

Payment Method

Awards25  
NZ\$90.85

Pay with link

Or pay with card

Email

Card Information

1234 1234 1234 1234

MM / YY CVC

Cardholder name

Full name on card

Country or region

New Zealand

Securely save my information for 1-click checkout  
Pay faster on Tourism Industry Aotearoa Inc and everywhere Link is accepted.

Pay

Powered by stripe

[Terms](#) [Privacy](#)




# Entry Steps

---

16. Enter your card details

17. Press 'Pay'





The image shows a payment form with a green 'Pay with link' button at the top. Below it is a link to 'Or pay with card'. The form includes an 'Email' field, a 'Card information' section with fields for card number (1234 1234 1234 1234), expiration date (MM / YY), and CVC, and a 'Cardholder name' field (Full name on card). There is also a 'Country or region' dropdown menu set to 'New Zealand'. A checkbox option is available to 'Securely save my information for 1-click checkout', with a note that it speeds up checkout on the Tourism Industry Aotearoa Inc website and wherever Link is accepted. A blue 'Pay' button is at the bottom, followed by 'Powered by stripe' and links for 'Terms' and 'Privacy'.


Pay with  link

Or pay with card

Email

Card information


1234 1234 1234 1234    

MM / YY CVC 

Cardholder name

Full name on card

Country or region

New Zealand 

Securely save my information for 1-click checkout  
Pay faster on Tourism Industry Aotearoa Inc and everywhere Link is accepted.

Pay

Powered by stripe

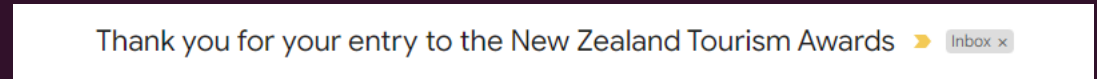
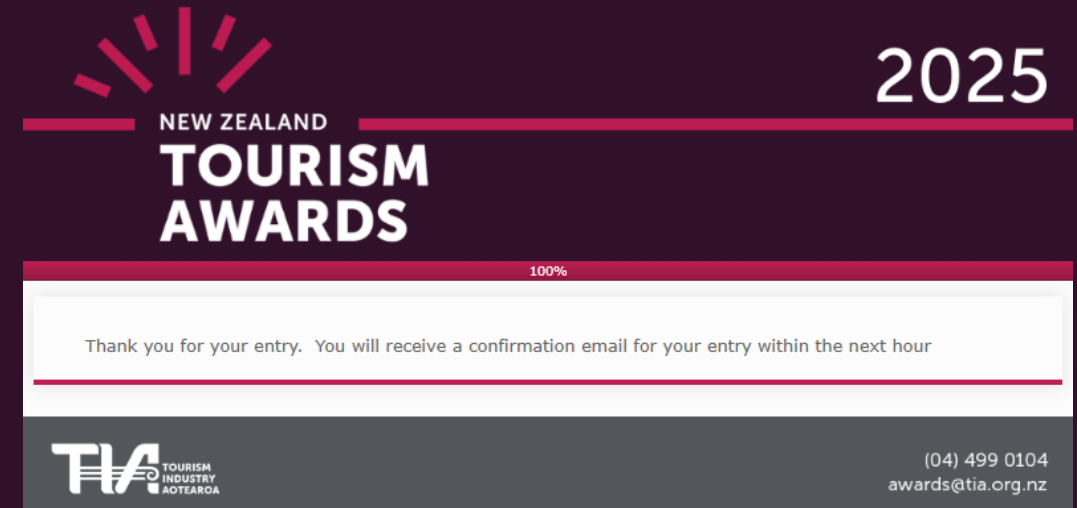
[Terms](#) [Privacy](#)

# Entry Steps

18. The Awards website will re-open with a confirmation message

Check your email for your confirmation and a link to complete your entry. Note this could take up to an hour. Please also check your spam/junk folder. If you have any issues please contact [events@tia.org.nz](mailto:events@tia.org.nz)

Your email will include links to the Awards categories you have entered. Ensure your entry is complete in a Word document first.

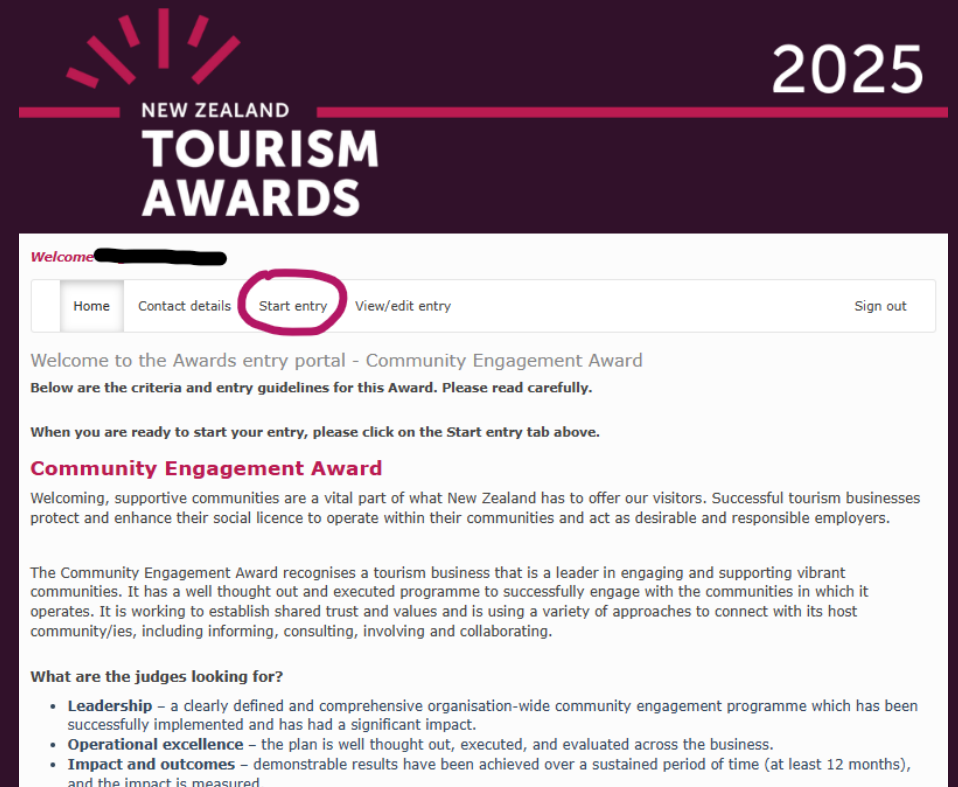
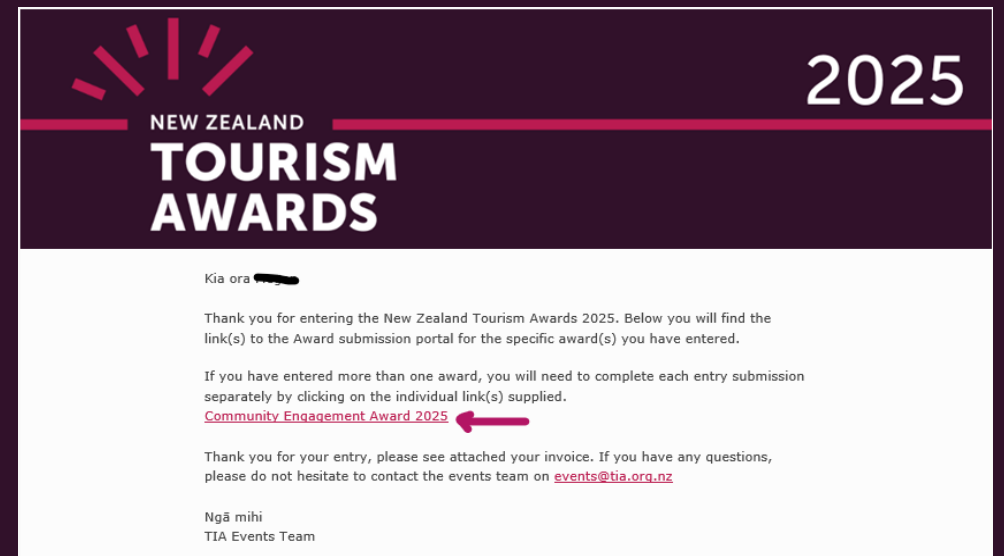


# Entry Steps

19. Click on the link in the email to start your entry.

20. Review the information and click 'Start Entry' in the top menu.

Note, to review any part of your entry, use the tabs on the left hand side. **DO NOT use the back button on your browser.** You will lose your content and need to restart your entry.



# Entry Steps

21. Enter your organisation name

22. Press 'Continue'

23. Complete your organisation and award statements

- Note the word limit and number of points allocated to each award statement

24. Press 'Continue'

- Note you can 'Save as Draft' at any time

The screenshot shows the top of the New Zealand Tourism Awards 2025 website. The header includes the year '2025' and the logo 'NEW ZEALAND TOURISM AWARDS'. Below the header is a navigation bar with links for 'Home', 'Contact details', 'Start entry', 'View/edit entry', and 'Sign out'. The main content area is titled 'Award entry - Community Engagement Award' and contains instructions for the entry process. A sidebar on the left lists the steps: 'Organisation', 'Organisation and Award statements', 'Additional Information', 'Review', and 'Submit'. The 'Organisation' step is currently active. The main form area has a 'Draft' button in the top right corner. Below the instructions, there is a text input field for 'Organisation name' with a 'Word Count 0' indicator. At the bottom of the form, there are 'Save As Draft' and 'Continue' buttons. A red arrow points to the 'Continue' button.

The screenshot shows the 'Organisation and Award statements' step of the entry process. The sidebar on the left lists the steps: 'Organisation', 'Organisation and Award statements', 'Additional Information', 'Review', and 'Submit'. The 'Organisation and Award statements' step is currently active. The main content area has a 'Draft' button in the top right corner. Below the instructions, there is a text input field for 'Please provide a short statement about your organisation and why you should win this award.' with a 'Word Limit 150' and 'Word Count 0' indicator. A red arrow points to the input field. Below this, there is a section for 'Leadership' with a list of questions. A red circle highlights the text 'Up to 300 words - 30 points'. Below the questions, there is a text input field for 'CE1. Leadership\*' with a 'Word Limit 300' and 'Word Count 0' indicator. A red arrow points to the input field.

# Entry Steps

25. Complete all required fields on the 'Additional Information' page.

26. Press 'Continue'

If you have any questions on any of the compliance statements, please email [events@tia.org.nz](mailto:events@tia.org.nz)

If you have missed any required information, a message will pop up.

Organisation	Additional Information <span style="float: right;">Draft</span>
Organisation and Award statements	Please complete the below fields and attach your supporting document (if providing).
<b>Additional Information</b>	<b>Financial performance</b> I confirm our business is financially sound. <b>Financial performance *</b> <input checked="" type="checkbox"/>
Review	<b>Referee</b> Please provide the name, organisation, email address and phone number for a referee. If you are selected as a finalist, your referee may be contacted by a member of the judging panel. <b>Referee 1 *</b> <input type="text"/>
Submit	<b>Supporting document</b> <ul style="list-style-type: none"><li>Some supporting material is encouraged and can be submitted to support any/all of the criteria for the award. This material should be supplementary to your entry.</li><li>Entrants can provide up to 2MB of supporting material in PDF format. This should not exceed 10 pages. It can include links to websites, online documents and a link to a video of 3 minutes or less.</li></ul> <b>Supporting document</b> <input type="text"/> <span style="background-color: #800000; color: white; padding: 2px 5px;">Browse ...</span>
	<b>Joint application</b> <b>Is this a joint application? *</b> <input type="text"/>
	<b>If Yes - Please list the other companies involved in joint application</b> <input type="text"/>

<b>Certificate</b> If you are selected as a Finalist, please indicate the Company Name/s that should be printed on the certificate (note this will be used for media and promotional purposes also). <b>Company name for certificate *</b> <input type="text"/>
<b>Compliance Statement: Not under investigation</b> I confirm the entrant (individual or organisation) is not under investigation or been prosecuted by any New Zealand or international statutory body. If you'd like to discuss this with the TIA team, please contact awards@tia.org.nz. <b>I confirm *</b> <input type="checkbox"/>
<b>Compliance Statement: Information is true and verified</b> I confirm that all the information provided in this application is true and verified where possible. <b>Yes, I confirm *</b> <input type="checkbox"/>
<span style="background-color: #800000; color: white; padding: 2px 10px;">Save As Draft</span> <span style="background-color: #800000; color: white; padding: 2px 10px;">Continue</span>

# Entry Steps

27. On the 'Review' tab it will say 'Ready to submit' once all fields are completed. Press 'Continue'

28. Review and accept the [Terms and Conditions](#) by ticking the box and pressing 'Submit'

**NEW ZEALAND TOURISM AWARDS** 2025

Welcome Megan Sherborne

Home Contact details **Start entry** View/edit entry Sign out

Award entry - Community Engagement Award

This page will take you through the process of submitting your entry.

- Each of the tabs on the left hand side of the page will bring up a step in the entry process that needs to be completed. Click Continue at the bottom of each page to progress through the steps.
- At any time in the process you can click the **Save as draft** button to save your incomplete entry and return to it at a later time from the Edit/view entry tab at the top of the page. However, we do recommend you complete the entry form in one session.
- The Review section will highlight in red any of the sections that are still required to be completed before you can submit your entry.
- To review any part of your entry, use the tabs on the left hand side. **DO NOT use the back button on your browser.** You will lose your content and need to restart your entry.
- Once all required sections have been completed, you can submit your entry from the Submit tab.

✓ Organisation Review entry **Draft**

✓ Organisation and Award statements

✓ Additional Information

**Review**

Submit

Below is the status of your entry. Any sections that are still required to be completed for submission are noted in red. If your entry is ready to submit, please click the Continue button below.

**Test**

xx

Ready to submit

Save As Draft Continue

Once all required sections have been completed, you can submit your entry from the Submit tab.

Submit entry **Draft**

Your entry is ready to submit. Please tick to agree to the **Terms and Conditions** and then click submit.

I have read and understood the terms and conditions for entry into the New Zealand Tourism Awards.

I agree to the Terms and Conditions

Save As Draft Submit

**TIA** TOURISM INDUSTRY POTERANGA (04) 499 0104 awards@tia.org.nz

# Entry Steps

29. This page (see top right) will display once your entry has been submitted.

You will also receive an email to confirm your entry.

- Once submitted, you can view your entry but you can't change or download a copy.
- To make a change contact [events@tia.org.nz](mailto:events@tia.org.nz)

Good luck!

The screenshot shows the 'NEW ZEALAND TOURISM AWARDS 2025' website. At the top right, the year '2025' is displayed. Below the header, there is a navigation menu with 'Home', 'Contact details', 'Start entry', 'View/edit entry', and 'Sign out'. The main content area is titled 'Entry details' and states 'Below are the details of your entry.' A table lists the entry details:

Organisation name	Status	Document	
Test	Submitted 2025	✓ Organisation and Award statements	<a href="#">View</a>

The 'View' link is highlighted with a red arrow. At the bottom of the page, the TIA logo and contact information '(04) 499 0104 awards@tia.org.nz' are visible.

New Zealand Tourism Awards - Confirmation of entry submission Inbox x

The screenshot shows the email confirmation page for the 'NEW ZEALAND TOURISM AWARDS 2025'. The header includes the year '2025'. The main content area starts with 'Kia ora [redacted]' and 'Thank you for submitting your entry in the New Zealand Tourism Awards 2025.' Below this is the 'Entry details' section, which contains a table:

Organisation	Test
Status	Submitted 2025
Award	Community Engagement Award 2025

Below the table, it says 'If you have any questions about your entry, please email [events@tia.org.nz](mailto:events@tia.org.nz).' The email ends with 'Ngā mihi' and 'The TIA Events Team'.

# Key Dates

---

- Entries close: Wednesday 2 July
- Finalists announced: Thursday 4 September
- Winners announced: Wednesday 29 October at the New Zealand Tourism Awards Dinner at Tākina Convention and Exhibition Centre, Wellington



Brought to you by





# New Zealand Tourism Awards Dinner

---



**Wednesday 29 October 2025** (after Tourism Summit Aotearoa)  
**Tākina Convention and Exhibition Centre, Wellington**

Dinner tickets will be on sale from June  
Special accommodation rates available now [here](#)

## **Tourism Summit Aotearoa**

Welcome Function: Tuesday 28 October (venue to be confirmed)

Conference: Wednesday 29 October 2025, Tākina Convention and Exhibition Centre, Wellington

Registrations for Tourism Summit Aotearoa will be on sale from June

Brought to you by

