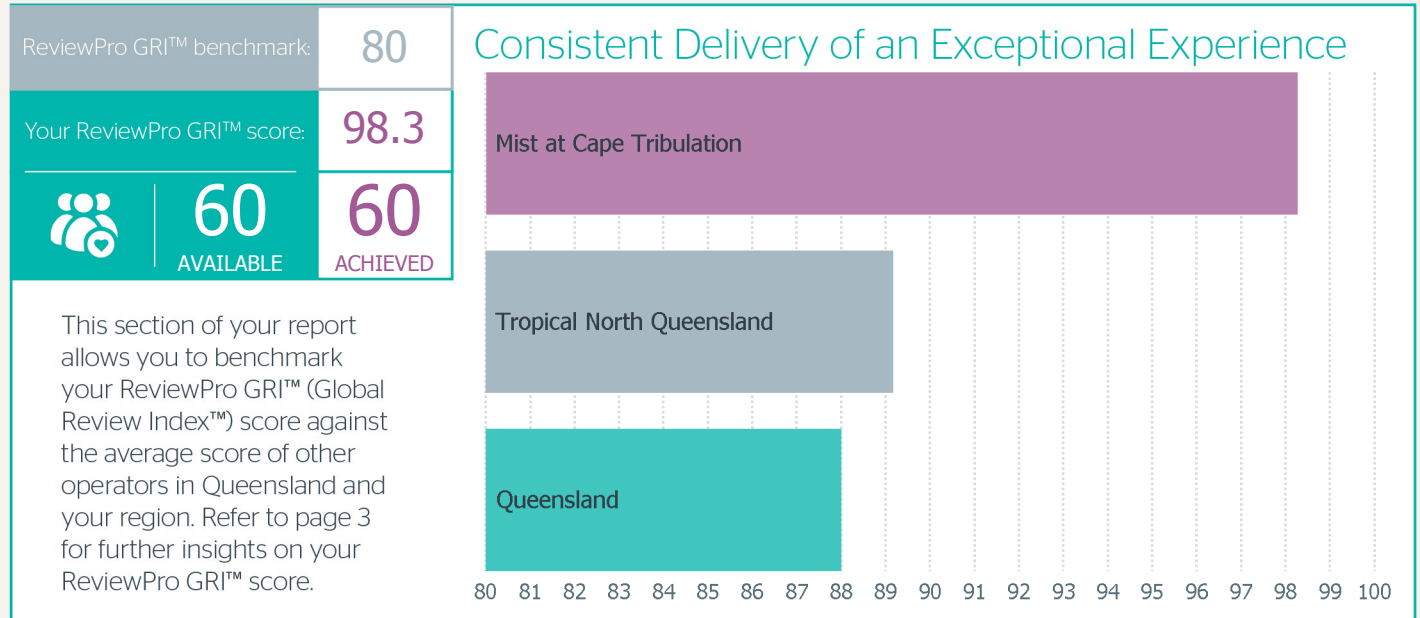



# Best of Queensland Experiences 2022 Assessment

TOTAL POINTS AVAILABLE	<b>100</b>
TOTAL POINTS REQUIRED	<b>80</b>
TOTAL POINTS ACHIEVED	<b>80</b>
<b>You have been identified as a Best of Queensland Experience</b>	
Your results are shown in purple	

## Mist at Cape Tribulation



### Active & Engaging Social Media Presence

 **15** AVAILABLE **0** ACHIEVED

**YOUR RESULTS** (Must meet two benchmarks in one channel to receive points)

CRITERIA	BENCHMARK	FACEBOOK		OR		INSTAGRAM	
		Score	Met	Score	Met		
Average posts per week	4 posts per week	0	✗	0	✗		
Consistency of posts	variation of less than 65%	0%	✗	0%	✗		
Engagement rate of posts	average of 20 engagements per post	0	✗	0	✗		


#### TROPICAL NORTH QUEENSLAND All Operators

28% Met the criteria, 72% Did not meet Social Media criteria

#### QUEENSLAND All Operators

33% Met the criteria, 67% Did not meet Social Media criteria

### Online Booking

 **15** AVAILABLE **15** ACHIEVED


#### TROPICAL NORTH QUEENSLAND All Operators

76% Secure Online Booking Platform, 24% No Secure Online Booking Platform

#### QUEENSLAND All Operators

63% Secure Online Booking Platform, 37% No Secure Online Booking Platform

### RTO Membership

 **5** AVAILABLE **5** ACHIEVED

### Accreditation

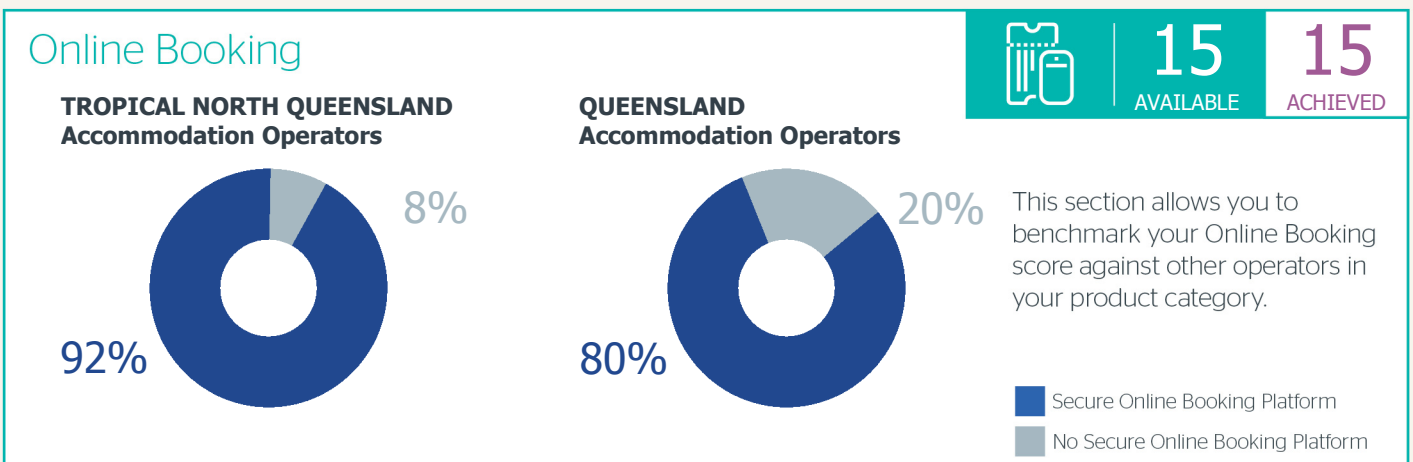
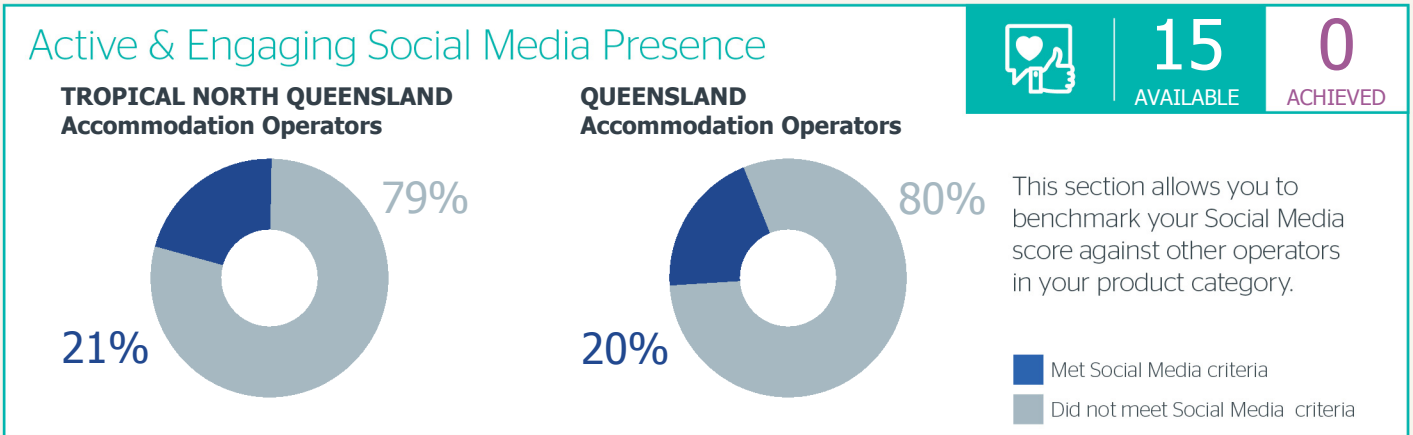
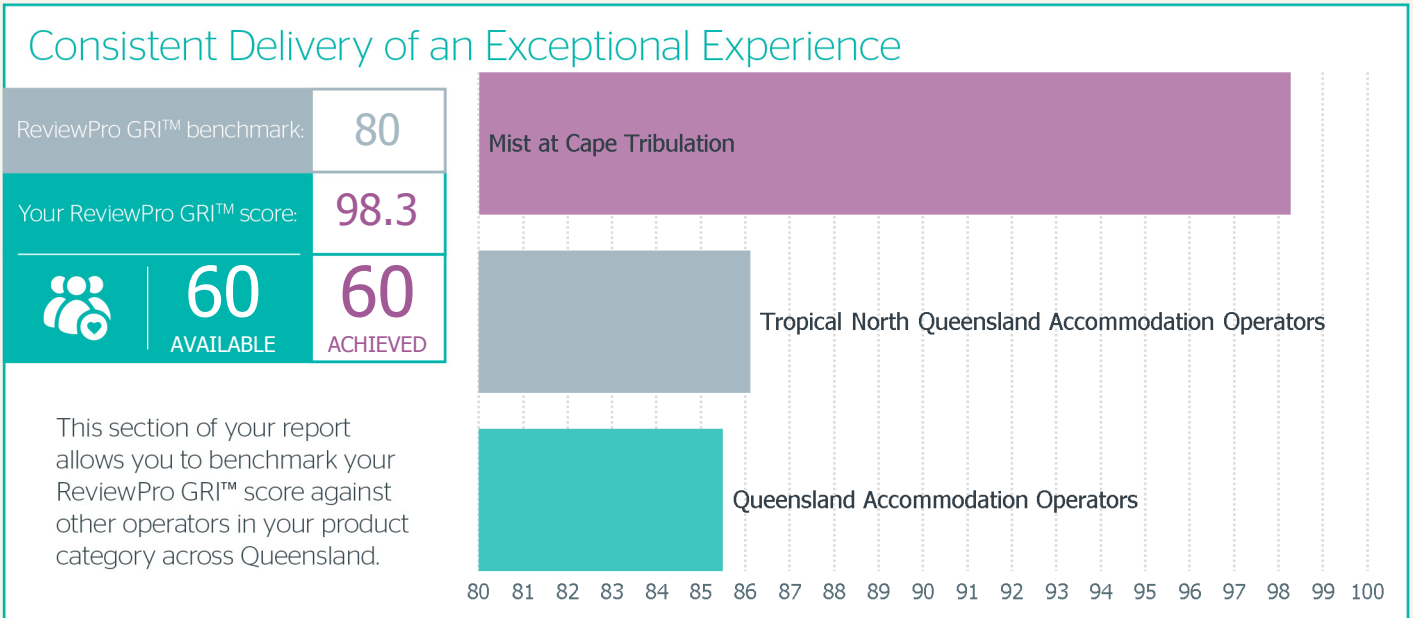
 **5** AVAILABLE **0** ACHIEVED



# Best of Queensland Experiences

2022 Assessment

## Your results compared to other Accommodation Operators



# Designing Exceptional Experiences

These results are intended to provide guidance on areas to focus on to enhance your experience delivery and exceed guest expectations. Customers are looking for transformational travel experiences along every step of the path to purchase.

Use your Best of Queensland Experiences Program results and follow the seven chapters in TEQ's Ultimate Transformational Experience Guide to design and deliver experiences that create better value for your guests and your business.

The guide will equip you with practical tips to grow your business by delivering a transformational guest experience at each of the five stages of travel.

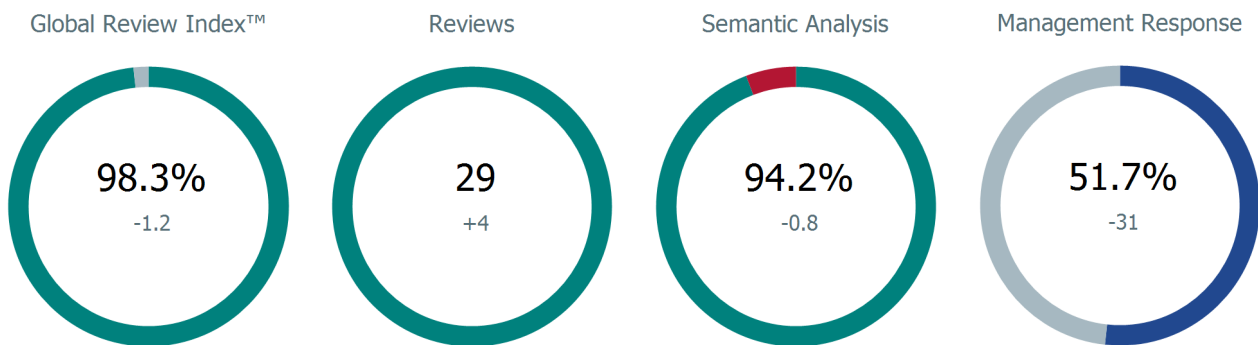


 The Ultimate Transformational Experience Guide  
[www.teq.queensland.com/transformationalexperienceguide](http://www.teq.queensland.com/transformationalexperienceguide)

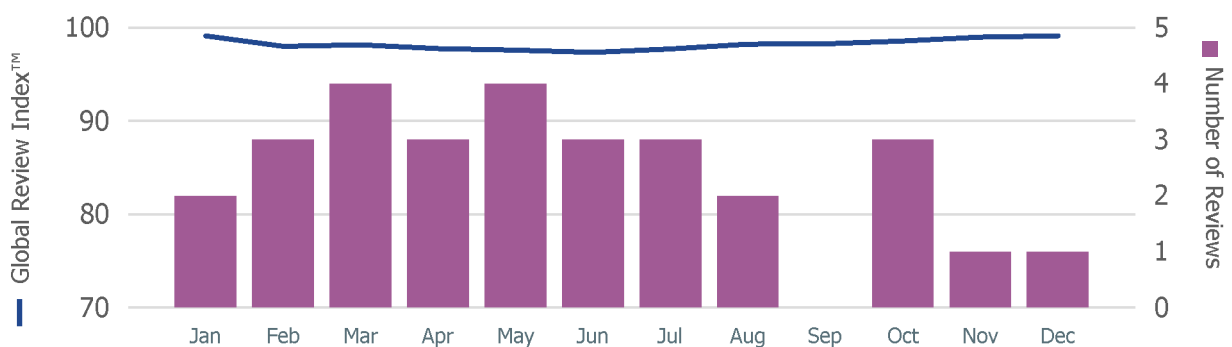
## ReviewPro Summary 1 January 2021 to 31 December 2021

Please refer to the [guide to understanding your report](#) which outlines and explains the information in the below ReviewPro Summary.

### Summary



### Global Review Index™



## Customer Review Word Cloud

room **bed** bathroom shower food **location** location drink view decoration service  
staff parking coffee price noise **noise** balcony **balcony** furniture concierge facilities value floor **hygiene**  
quality fridge condition kitchen business pool apartment restaurant check in management **shop** touristic  
place beer pillow garden accommodation **accommodation** suite beach environment experience tip  
welcome lunch dinner **water** menu space property meat mineral water owner BBQ champagne **champagne**  
sofa cheese assistance guide cabin **host** cracker magic show quiet excursion peaceful  
**confectionary** air conditioning **air conditioning** style sea vibe **stay** sleep holiday equipment  
**insect everything** pet safari system wine **broken** electricity

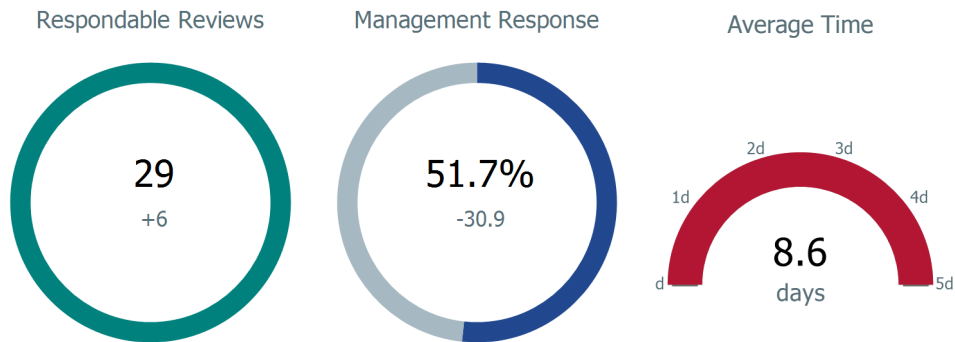
## Review Results by Source\*

Sources	Index	Reviews	Mentions
Booking.com	95.05% +0.0	8 +3	95% 5% -4.9
Expedia	0.00% +0.0	1 +0	100% 0% +0.0
Google	0.00% +0.0	4 +1	92% 8% -7.7
Trip Advisor	0.00% +0.0	16 +0	94% 6% +0.1

## Review Results by Language

Language	Reviews	Mentions
English	29 +6	94% 6% -0.8

## Management Responses



Distribution	Responded	Response Ratio	Avg. Time
All	15 / 29	-31.0	8.6 d
Positive	15 / 29	-31.0	8.6 d
Neutral	0 / 0	+0.0	0 d
Negative	0 / 0	+0.0	0 d

Find more information about [Understanding Your Report](#) and [Best of Queensland Experiences Program](#)

Tourism and Events Queensland: [teq.queensland.com](http://teq.queensland.com)  
 ReviewPro: [www.reviewpro.com](http://www.reviewpro.com)

This report has been compiled by Tourism and Events Queensland. The Best of Queensland Experiences Program incorporates information provided by third parties that may not be independently verified. Although every care has been taken in the administration of this program, Tourism and Events Queensland recognises that there is a possibility that the assessment information may be incorrect. 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.