

Consumers Have Their Say On Tourism Award

Independent reviews of hotels and accommodation in Victoria will help travellers get a better feel for what's available in Victoria.

December 7, 2010 (FPRC) -- HOTEL guests are being invited to help the tourism industry to determine the winners of two new consumer awards for service excellence in this year's RACV Victorian Tourism Awards.

RACV, the major sponsor of the awards, will be running an online campaign on its website where consumers can post a guest review for any Victorian accommodation property they have stayed at recently.

The two new awards will be the RACV Consumer Award for Guest Satisfaction and the RACV Consumer Award for Service, which will be announced at the gala Awards night in Melbourne on November 15.

The guest review facility at racv.com.au/travel is designed to assist those planning a holiday to access independent property ratings from fellow travellers to help them decide which accommodation is best for them.

RACV Tourism and Travel general manager Neil James said holiday dollars and leave time were very valuable and people are looking for independent reviews to verify their choices.

'People want to make informed decisions about their choice of accommodation to ensure that they have the holiday experience they were looking for, whether that's at a caravan park or a five-star resort.

Mr James said RACV was proud to be the major sponsor of the RACV Victorian Tourism Awards and to be working with Tourism Victoria and the Herald Sun to give consumers the opportunity to determine the winners of two new awards.

RACV's online review process asks for guests to rate the property in six areas; cleanliness, facilities, service, atmosphere, value, location and value and to also write comments on what was great about their stay or what needs improvement.

The winner of the RACV Consumer Award for Guest Satisfaction will be decided on an average score from all six criteria ratings while the RACV Consumer Award for Service will be judged on the service score only.

Eligibility for these two awards will be restricted to accommodation properties recording more than 50 entries during the campaign period, which is from 22 August to 3 November.

Guest reviewers also have the chance to win one of three \$1000 RACV Travel vouchers* by reviewing one or more properties before 5pm on Wednesday 3 November.

* Full terms and conditions of the campaign are available at racv.com.au/travel

Media Contact: Pauline Zahra, RACV Public Affairs on 9790 2717

--About The Royal Automobile Club of Victoria (RACV)-- The Royal Automobile Club of Victoria (RACV) is run to benefit members through high quality service, great value products and wide range of member benefits. RACV is committed to representing members' interests in areas such as road safety and mobility, through advocacy and sponsorship of community programs. It also offers a range of insurance policies from car insurance and home insurance to business insurance, with member benefits that include discounts and savings.

Contact Information

For more information contact Pauline Zahra of RACV Insurance (<http://www.racv.com.au/>) (03) 9790 2717

Keywords

[travel insurance](#)

[caravan insurance](#)

[trailer insurance](#)

You can read this press release online [here](#)