

Toilet Tourism Awards Now Open



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Caption: Wipe the floor with the competition: the awards are open to all public toilets in tourism destinations.

(Download images here.)

Entries for the inaugural Toilet Tourism Awards organized by MyTravelResearch.com, close on 15 June 2017.

The finalists of each category will be announced 22 June 2017 at the Travel and Tourism Research Association international conference in Quebec, Canada.

“It’s time for destinations to smell the roses. Great toilets drive visitation,” says Bronwyn White, tourism strategist and co-founder of MyTravelResearch.com. “We know this from many years of tourism research.

Bronwyn White “Good toilets provide a valid reason to stop at a destination. Not only will visitors go to the toilet, they may go for a meal, or visit local shops and attractions. Toilets are a vital and underestimated part of the global visitor economy,” she says.

The awards have six categories: Overall Winner, Best Tourism Economic Contributor (for when people stop at a toilet in a destination and stay on to spend more than a penny), Best Location (where the toilets have views and maybe considered an attraction in themselves), Best Design (architectural brilliance in toilets, visual design and creativity), Quirkiest Toilet Experience (relating to local heritage, fun, or otherwise noteworthy), and Best Accessible Toilet.

The overall winner will receive a AU\$2000 donation contributed to World Toilet Day in their name and a copy of every MTR research publication in 2017 (worth AU\$8000), and access to tourism research events.

Other category winners will receive the same, minus the donation to World Toilet Day.

“This is the chance for toilet owners in tourism to wipe the floor with the competition,” says White. “I like to think of the Tourism Awards as the tourism industry’s own Game of Thrones.”

Entry forms are available at

<https://www.mytravelresearch.com/wp-content/uploads/2016/11/Toilet-Tourism-2017-Application-Guidelines.pdf>.

MyTravelResearch.com created the annual Toilet Tourism Awards to also raise awareness of UN World Toilet Day, which takes place on 19 November each year. The importance of toilets to UNICEF goals can be seen at <http://www.unicef.org.au/blog/november-2015/celebrating-toilets>.

MyTravelResearch previously made a splash with an insight blog on toilets in travel, which went down well. It can be read at

<http://www.mytravelresearch.com/toilet-tourism-make-a-marketing-splash/>.

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About MyTravelResearch.com

MyTravelResearch.com is a market research and marketing firm specializing in the travel, tourism and aviation industries. Its specialty is providing insights that are actionable.

Founded by principals with lifetime careers in travel, tourism and aviation, MyTravelResearch.com exists to build the visitor economy and successful tourism businesses. It does this by putting the voice of the customer and best practice business thinking into an easy to implement, hands-on approach via an innovative membership model. MyTravelResearch.com can help:

- * National Tourism Organizations (NTOs) meet the expectations of their industry by acting as an extension of their research and marketing resources
- * Businesses make more informed decisions. (It is like having your own research and/or marketing team)

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