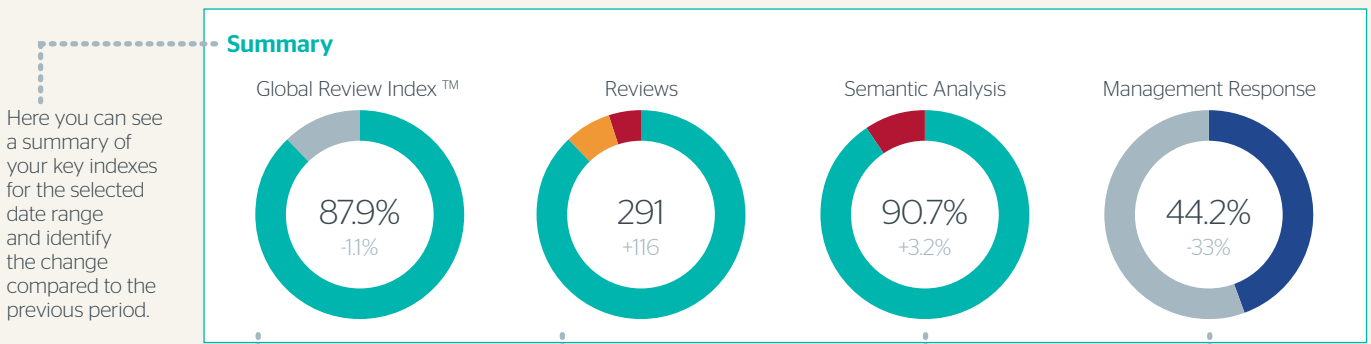


Understanding your Best of Queensland Experiences Mid-Year Progress Report

This document provides instructions on how to interpret the information in your Best of Queensland Experiences Mid-Year Progress Report. If you have any questions about the information in this report, please email experiences@queensland.com.

Your Mid-Year Progress Report is not your official Best of Queensland Experiences Program results. It provides you a snapshot of you current performance against key criteria and an overview of your previous results.

The first section of your report provides information from your online customer reviews across 175 review platforms like TripAdvisor and Google. This information will help you to see how your experience resonates with your guests over time.



The Global Review Index™ (GRI™) is the key leading metric available exclusively to ReviewPro clients. This index is used by operators as a benchmark for reputation management efforts.

The GRI™ is calculated by an algorithm that generates a numerical score from 0 to 100 and is based on review data collected from 175 online travel agencies (OTAs) and review sites in more than 45 languages. It can be calculated for a given point in time (day, week, month, year, etc).

The algorithm takes into account many different aspects to try and give you the most objective picture of your online reputation. For example, when calculating the GRI™, the algorithm will give a higher weighting to more recent reviews, as opposed to older reviews.

This shows the number of reviews you have received in the selected date range, compared to the same date range of the previous period.

- Positive:**
80%-100% - Green
- Neutral:**
60%-79% - Orange
- Negative:**
59% or lower - Red

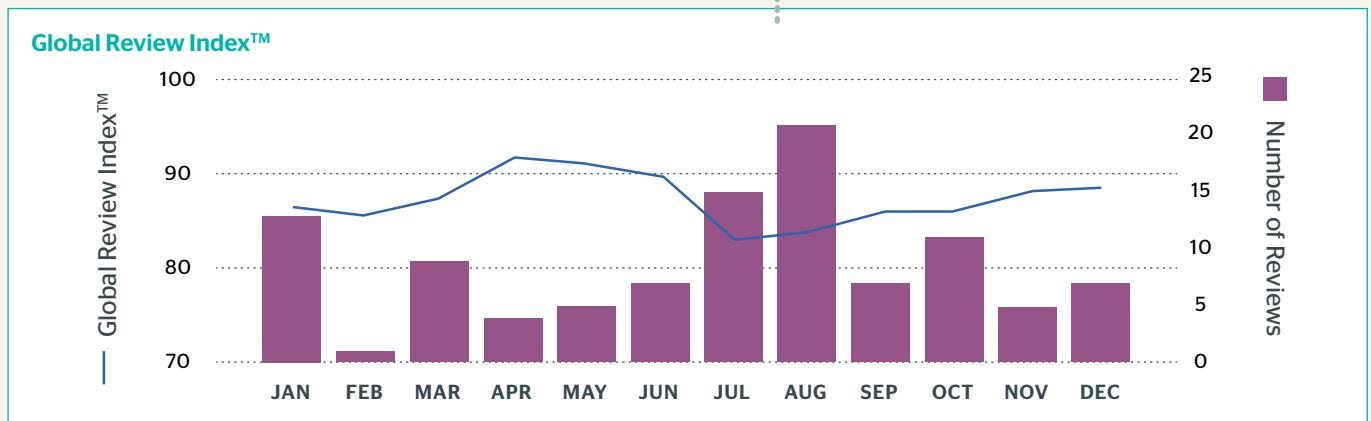
Tourism products require a minimum of 25 reviews over a 12-month period in order to generate a ReviewPro GRI™.

The semantic analysis breaks down reviews into mentions of hundreds of key concepts and related concepts. It analyses the sentiment of each mention, classifying it as either positive or negative.

Here we summarise the mentions and show you the distribution of your percentage of either a positive visitor sentiment, or whether the review had a negative sentiment.

This shows the percentage of reviews that have been responded to compared to the previous period.

This graph shows the evolution of your GRI™ over the selected time period and allows you to compare it to the volume of reviews you have received. The graph also helps you visualize the evolution of the volume of reviews you have received, shown by the purple graph.







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The second section shows your current performance against the criteria Active and Engaging Social Media Presence. Your Facebook and Instagram accounts are assessed over a random four week period.

Active & Engaging Social Media Presence

Must meet two benchmarks in one channel to receive points

|  CRITERIA |  BENCHMARK |  FACEBOOK | OR |  INSTAGRAM |
|--|---|---|----|---|
| Average posts per week | 4 posts per week | 3.75 ❌ | | 3.25 ❌ |
| Consistency of posts | Variation of less than 65% | 22.11% ✅ | | 25.51% ✅ |
| Engagement rate of posts | Average of 20 engagements per post | 47.33 ✅ | | 86.17 ✅ |

This section shows your social media results against each benchmark for your available channels. Social media channels are obtained through your Australian Tourism Data Warehouse (ATDW) listing.

If your report shows “No Account Found” under Social Media, this may be because:

1. Your business does not operate a Facebook or Instagram account
2. Your Facebook or Instagram URL may be missing or incorrect in ATDW
3. Your Facebook or Instagram may have visibility restrictions applied ([click here](#))
4. Your Instagram may not be a Business Account
5. Your Facebook may not be a Business Page

Your Previous Results

| Program | Outcome | Consistent Delivery of Exceptional Experience | ReviewPro GRI™ | Active and Engaging Social Media Presence | Online Booking | Regional Tourism Organisation Membership | Accreditation | Total Score |
|--------------------------------|-------------------------------|---|----------------|---|----------------|--|---------------|-------------|
| 2019 Assessment | Best of Queensland Experience | 60 | 93.77 | 15 | 15 | 5 | 0 | 95 |
| 2018 Interim Assessment August | Not Assessed | | | | | | | |
| 2018 Interim Assessment March | Did Not Meet Criteria | 60 | 93.49 | 15 | 0 | 0 | 0 | 75 |

This section of your report shows your most recent previous results in the Best of Queensland Experiences Program and how your experience has progressed over time. If you were not assessed in a program then your ATDW listing may not have been live on the annual program cut-off date.