

## The Festival of Wot? FAQs

### 1. What is the Festival of Wot?

Wotif is setting out to create a new festival for a deserving Aussie destination, that celebrates the local community and gets Aussies travelling beyond their tried and tested favourites.

### 2. What does this initiative involve?

Before 18 August, Aussies are encouraged to submit their festival ideas via [www.wotif.com/festival](http://www.wotif.com/festival).

From there, nominations will be judged by Wotif, with a shortlist of finalists announced on Tuesday, 25 September before final public voting takes place. The shortlisted finalist with the most votes will then be announced the winner, with the festival due to take place by the end of the year.

### 3. How can travellers, industry partners, councils and tourism boards get involved?

The entry mechanic is the same for all Australians. Until 18 August, Aussies can submit their festival idea via [www.wotif.com/festival](http://www.wotif.com/festival). Simply enter your name, nominate your idea for the festival and the town/suburb/city it relates to.

### 4. Can anyone submit? Is this for individuals or businesses?

Wotif want to hear from all of Australia and we encourage everyone to submit, from individuals to local businesses, councils, or tourism boards.

### 5. When will we find out about who wins?

30 July – 18 Aug: Public entries accepted

17 September: Shortlist revealed

17 Sep – 29 Sep: Public votes accepted

10 October: Winner announced

End of the Year: The Festival of Wot? is currently planned to take place by end of the year

### 6. Why festivals?

After gifting Chinchilla, QLD with The Big Melon last year and further research, it became clear that a new festival was something that could bring a lot of value to a deserving Aussie town.

Festivals are not just a fantastic way to drive community engagement, there is also plenty of opportunity to encourage travel and inspire people to visit destinations they may not have previously considered.

### 7. How will Wotif judge the entries? What's the criteria?

All entries are welcome but those that will really get noticed will show, amongst other criteria, originality, creativity, relevance to the local area, practicality and viability. Wotif will also liaise with the relevant tourism boards and councils before announcing the shortlist.

### 8. Will we be able to see what other people have entered?

While we won't be revealing the full list, be sure to visit the [Wotif Facebook](#) page where we'll reveal a selection of entries over the course of the campaign

###

For further information please contact the [pr@wotif.com](mailto:pr@wotif.com)