



TOURISM
AWARDS



Australian
Tourism Awards

CULTURAL TOURISM

CATEGORY QUESTIONS

2026 AWARDS. VERSION 1.2



REGIONAL
TOURISM
AWARDS

CULTURAL TOURISM

DESCRIPTOR

This category recognises tourism businesses that foster a greater understanding and appreciation of culture, history, heritage and/or the arts.

WORD COUNT

Maximum of 7500 words.

IMAGE COUNT

Maximum 30 images.

QUALIFYING PERIOD

The Qualifying Period is 1 July 2025 to 31 March 2026.

SCORE SUMMARY

Submission Score	125 points
Digital Review Score	20 points
Consumer Rating	0 points
Site Visit	0 points
TOTAL	145points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS

15 POINTS

- Question 1.1 (10points)
- Statement of Achievement (5 points)

SECTION 2. CULTURAL RESPONSIBILITY

45 POINTS

- Question 2.1 (15 points)
- Question 2.2 (15 points)
- Question 2.3 (15 points)

SECTION 3. EXCELLENCE IN MARKETING

25 POINTS

- Question 3.1 (10 points)
- Question 3.2 (15 points)

SECTION 3. EXCELLENCE IN MARKETING

- Question 3.1 A. Provide an overview of the business's main 2–3 target markets.
B. Provide visual evidence to support your answer.
- Question 3.2 A. Detail 2–4 marketing strategies undertaken by the business during the [qualifying period](#). These may be new or ongoing strategies, but only activities/tactics and outcomes achieved during the [qualifying period](#) should be included.
B. Provide visual evidence to support your answer.

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE

- Question 4.1 A. Detail the customer service initiatives undertaken by the business during the [qualifying period](#). These may be new initiatives or improvements to existing practices. Explain how these initiatives enhanced the visitor experience at key stages of the visitor journey.
B. Provide visual evidence to support your answer.
- Question 4.2 A. How has the business demonstrated itself to be more inclusive throughout the [qualifying period](#)?
B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES

Responsible Tourism and Sustainability Achievements

- Question 5.1 A. Detail 1–4 responsible and sustainable business practices undertaken by the business during the [qualifying period](#). These may be new practices or improvements to existing practices. Only activity and outcomes from the [qualifying period](#) should be included.
B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks