



**TOURISM
AWARDS**



**Australian
Tourism Awards**

26. EXCELLENCE IN ACCESSIBLE TOURISM

CATEGORY QUESTIONS

2026 AWARDS

DESCRIPTOR

This award recognises businesses that provide a tourism product, experience or service that goes above and beyond to accommodate and cater for people with disabilities and/or specific needs e.g. mobility, vision, and/or hearing impairment, neurodiversity, or other access needs.

WORD COUNT

Maximum of 3000 words.

IMAGE COUNT

Maximum 10 images.

QUALIFYING PERIOD

The Qualifying Period is 1 July 2025 to 30 June 2026.

PREREQUISITE

Businesses must have met the standard for at least one (1) of the five (5) 'badges' in the Accessible Tourism program within the Quality Tourism Framework (QTF).

Entrants may nominate for this category before completing QTF Accessible Tourism program, but it must be completed before the submission is completed.

PROCESS

FOR BUSINESSES WHICH ARE ENTERING INTO ANOTHER NATIONAL CATEGORY

For those that are entering into an existing national category, there will be an option within the submission for entrants to elect to transfer their submission responses into the Accessible Tourism Award.

The Excellence in Accessible Tourism submission for this award will draw out the response from specific questions relating to the Overview and Customer Service sections of their other submission. Businesses will be able to edit the submission response for the questions drawn from their other submission before submitting their Excellence in Accessible Tourism submission.

To clarify, the following table lists the questions in the categories 1-25 and where they appear in the Excellence in Accessible Tourism category.

EXCELLENCE IN ACCESSIBLE TOURISM

Accessible Tourism Questions	All categories other than those listed elsewhere in this table	5. Ecotourism, 7. Aboriginal & Torres Strait Islander Tourism Experience	6. Cultural Tourism	14. Tourism Marketing and Campaigns
1.1.A	1.1.A	1.1.A	1.1.A	1.1.A
1.1.B	1.1.B	1.1.B	1.1.B	1.1.B
2.1.A	4.2.A (overview only)	5.2.A (overview only)	4.2.A (overview only)	-
2.1.B	-	-	-	-
2.2.A	4.1.A	5.1.A	4.1.A	-
2.2.B	4.1.B	5.1.B	4.1.B	-

FOR BUSINESSES WHICH ARE ONLY ENTERING INTO EXCELLENCE IN ACCESSIBLE TOURISM

For those that are only entering into the Accessible Tourism category, entrants will need to complete all questions.

SCORE SUMMARY

Submission Score	40 points
Digital Review Score	10 points
Consumer Rating	5 points
Site Visit	0 points
TOTAL	55 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	10 POINTS
<ul style="list-style-type: none"> Question 1.1 	(10 points)
SECTION 2. THE ACCESSIBLE TOURISM OFFERING	30 POINTS
<ul style="list-style-type: none"> Question 2.1 Question 2.2 	(15 points) (15 points)
FINAL REMARKS	
<ul style="list-style-type: none"> Final Remarks 	

SUMMARY OF QUESTIONS

EXCELLENCE IN ACCESSIBLE TOURISM

SECTION 1. OVERVIEW OF BUSINESS

- Question 1.1
- A. Provide an overview of the business and its inclusive products/services/experience.
 - B. Provide visual evidence to support your answer.

SECTION 2. THE ACCESSIBLE TOURISM OFFERING

- Question 2.1
- A. Detail 2-5 improvements have been made to develop business operations and/or the product offering to be more accessible during the [qualifying period](#)? These may be new initiatives or improvements to existing practices. Only activities and outcomes from the [qualifying period](#) should be included.
 - B. Provide visual evidence to support your answer.
- Question 2.2
- A. Detail 2-5 initiatives the business put in place during the [qualifying period](#) to deliver excellent accessible and inclusive customer service throughout the visitor journey? 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.

SECTION 3. FINAL REMARKS

Final Remarks