



**TOURISM  
AWARDS**



**Australian  
Tourism Awards**

# **09. VISITOR INFORMATION SERVICES**

**CATEGORY QUESTIONS**

2026 AWARDS

## VISITOR INFORMATION SERVICES

### DESCRIPTOR

This category recognises the consistent delivery of high quality and face to face information services to visitors. This category is open to Visitor Information Centres/Tourist Offices, Local Tourist Associations and Regional Tourism Organisations.

### WORD COUNT

Word Count Minimum of 4000 words, maximum of 7500 words

### IMAGE COUNT

Maximum 30 images.

### QUALIFYING PERIOD

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

### SCORE SUMMARY

Submission Score	120 points
Digital Review Score	20 points
Consumer Rating	5 points
Site Visit	0 points
<b>TOTAL</b>	<b>145 points</b>

### SUBMISSION SCORE BREAKDOWN

<b>SECTION 1. OVERVIEW OF BUSINESS</b>	<b>15 POINTS</b>
• Question 1.1	(10 points)
• Statement of Achievement	(5 points)
<b>SECTION 2. VISITOR INFORMATION SERVICING</b>	<b>30 POINTS</b>
• Question 2.1	(15 points)
• Question 2.2	(15 points)
<b>SECTION 3. EXCELLENCE IN MARKETING</b>	<b>35 POINTS</b>
• Question 3.1	(10 points)
• Question 3.2	(10 points)
• Question 3.3	(15 points)
<b>SECTION 4. EXCELLENCE IN CUSTOMER SERVICE</b>	<b>20 POINTS</b>
• Question 4.1	(15 points)
• Question 4.2	(5 points)
<b>SECTION 5. EXCELLENCE IN SUSTAINABLE &amp; RESPONSIBLE BUSINESS</b>	<b>20 POINTS</b>
• Responsible Tourism and Sustainability Achievements.	(5 points)
• Question 5.1	(15 points)

**SECTION 6. FINAL REMARKS**

- Final Remarks

**0 POINTS**

(0 points)

**SUMMARY OF QUESTIONS**

**SECTION 1. OVERVIEW OF BUSINESS**

Question 1.1 A. Provide an overview of the business.

B. Provide visual evidence to support your answer.

Statement of Achievement

**SECTION 2. VISITOR INFORMATION SERVICING**

Question 2.1. A. Detail 2-5 initiatives the visitor information service implemented during the qualifying period that enhanced visitors access to information on the region. These may be new initiatives or improvements to existing practices.

B. Provide visual evidence to support your answer.

Question 2.2 A. Detail 2-5 improvements have been made to the visitor information services during the qualifying period?

B. Provide visual evidence to support your answer.

**SECTION 3. EXCELLENCE IN MARKETING**

Question 3.1. A. Provide an overview of the visitor information service's main 2-3 target markets.

B. Provide visual evidence to support your answer.

Question 3.2. A. Identify how the visitor information service aligns its marketing strategies with local, regional or state destination/marketing plans.

B. Provide visual evidence to support your answer.

Question 3.3. A. Detail 2-5 marketing strategies undertaken by the visitor information service 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**

## VISITOR INFORMATION SERVICES

Question 4.1            A. Describe 2-5 customer service initiatives that have been implemented to support staff and volunteers in the delivery of high-quality, consistent visitor experience. This may be new initiatives or improvements to existing practices from across the stages of the visitor journey. Only activities and outcomes from the qualifying period should be included.  
B. Provide visual evidence to support your answer.

Question 4.2            A. How has the visitor information service demonstrated itself to be inclusive throughout 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.

### **SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS**

Responsible Tourism and Sustainability Achievements.

Question 5.1            A. Detail 2-5 responsible and sustainable business practices undertaken by the visitor information service during the [qualifying period](#). These may be new practices or improvements to existing practices. Only activities and outcomes from the [qualifying period](#) should be included.  
B. Provide visual evidence to support your answer.

### **SECTION 6. FINAL REMARKS**

Final Remarks