



TOURISM  
AWARDS



Australian  
Tourism Awards

# Adventure Tourism

**CATEGORY QUESTIONS**

2026 AWARDS. VERSION 1.1



**REGIONAL  
TOURISM  
AWARDS**

### DESCRIPTOR

This category recognises outdoor adventure tourism experiences that involve visitor participation and a personal challenge.

### 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	100 points
Digital Review Score	20 points
Consumer Rating	0 points
Site Visit	0 points
<b>TOTAL</b>	<b>120 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. EXCELLENCE IN BUSINESS &amp; PRODUCT DEVELOPMENT</b>	<b>15 POINTS</b>
• Question 2.1	(15 points)
<b>SECTION 3. EXCELLENCE IN MARKETING</b>	<b>25 POINTS</b>
• Question 3.1	(10 points)
• Question 3.2.	(15 points)
<b>SECTION 4. EXCELLENCE IN CUSTOMER SERVICE</b>	<b>25 POINTS</b>
• Question 4.1	(15 points)
• Question 4.2	(10 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)
<b>SECTION 6. FINAL REMARKS</b>	<b>0 POINTS</b>
• Final Remarks	(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. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT

- Question 2.1            A. Detail 2-5 improvements that have been made to business operations and/or the product offering 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.

### 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.

## Adventure Tourism

- Question 3.2
- A. Detail 2-5 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 2-5 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 inclusive throughout the [qualifying period](#)? This 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 business 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