



29. SERVICE TO TOURISM INDUSTRY

CATEGORY QUESTIONS

2026 AWARDS. VERSION 1.1 STATE ONLY AWARD

DESCRIPTOR

This NSW-only category recognises organisations that deliver outstanding business-to-business (B2B) services to the tourism industry. These organisations do not primarily serve visitors but play a critical role in enabling tourism businesses to succeed and enhancing the overall visitor experience.

Eligible entrants may operate in areas such as technology, digital platforms, marketing, distribution, training, workforce development, consultancy, logistics, or other professional services that support tourism operators. Entrants must demonstrate excellence in service delivery, measurable impact on tourism businesses, and meaningful contribution to the growth, resilience, sustainability, and competitiveness of the NSW tourism industry.

The strongest submissions will clearly show industry impact, client outcomes, and leadership within the tourism ecosystem, rather than focusing solely on internal business performance or innovation in isolation.

Entrants to this category are required to either hold Sustainable Tourism Accreditation or to complete the online Business Standards to determine eligibility.

WORD COUNT

Word Count: Minimum 4,000 words Maximum 7,500 words

IMAGE COUNT

Maximum 30 images.

QUALIFYING PERIOD

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

SCORE SUMMARY

Submission Score	70 points
Digital Review	20 points
Letters of Support	10 points
TOTAL	100 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. INTRODUCTION	20 POINTS
• Question 1A	(20 points)
SECTION 2. EXCELLENCE IN BUSINESS & SERVICE DEVELOPMENT	20 POINTS
• Question 2A	(20 points)
SECTION 3. INDUSTRY IMPACT	20 POINTS
• Question 3A	(10 points)
• Question 3B	(10 points)
SECTION 4. RESPONSIBLE BUSINESS	10 POINTS
• Question 4A	(10 points)
SECTION 5: LETTERS OF SUPPORT	10 POINTS
Provide 2 letters of support	

SUMMARY OF QUESTIONS

SECTION 1. INTRODUCTION

Question 1 A. Provide an overview of the business, including its history, core services, and the tourism industry clients it supports. Demonstrate how your services deliver excellence and create value for tourism businesses.

SECTION 2. EXCELLENCE IN BUSINESS & SERVICE DEVELOPMENT

Question 2 A. During the qualifying period, what improvements or innovations has the business implemented to strengthen its services to the tourism industry, and what were the results?

SECTION 3. INDUSTRY IMPACT

Question 3 A. Describe how your services have delivered measurable benefits to the tourism industry during the qualifying period
B. Demonstrate how your services are inclusive and accessible to a diverse range of tourism businesses (e.g. SMEs, regional operators, First Nations businesses, new entrants).

SECTION 4. RESPONSIBLE BUSINESS

Question 4 A. Demonstrate how the business has made a positive impact through being environmentally, socially, economically and ethically responsible.

SECTION 5. LETTERS OF SUPPORT

Entrants should upload two (2) letters of support to strengthen your submission, by demonstrating the impact of your contributions on the tourism industry.