



04. Festivals and Events

CATEGORY QUESTIONS

2026 AWARDS

FESTIVALS AND EVENTS

DESCRIPTOR

This category recognises tourism leisure festivals, events and exhibitions that enhance the profile/awareness and appeal of the destination they are held in as well as creating economic impact, increased visitation and community involvement.

This category is open to (but not limited to) sporting, arts, historical, cultural, literary, humorous, culinary and general interest festivals, events and exhibitions with local, interstate and international visitor attendance under 50,000 or NOT recognised by the STO as a major event on their event calendar.

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	100 points
Digital Review Score	20 points
Consumer Rating	20 points
Site Visit	0 points
TOTAL	140 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	15 POINTS
• Question 1.1	(10 points)
• Statement of Achievement	(5 points)
SECTION 2. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT	15 POINTS
• Question 2.1	(15 points)
SECTION 3. EXCELLENCE IN MARKETING	25 POINTS
• Question 3.1	(10 points)
• Question 3.2.	(15 points)
SECTION 4. EXCELLENCE IN CUSTOMER SERVICE	25 POINTS
• Question 4.1	(15 points)
• Question 4.2	(10 points)
SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS	20 POINTS

FESTIVALS AND EVENTS

- Responsible Tourism and Sustainability Achievements. (5 points)
- Question 5.1 (15 points)

SECTION 6. FINAL REMARKS

- 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.
- 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.

FESTIVALS AND EVENTS

- 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