



**TOURISM
AWARDS**



**Australian
Tourism Awards**

06. CULTURAL TOURISM

CATEGORY QUESTIONS

2026 AWARDS

CULTURAL TOURISM

DESCRIPTOR

This category recognises tourism businesses that foster a greater understanding and appreciation of culture, history, heritage and/or the arts.

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	125 points
Digital Review Score	20 points
Consumer Rating	0 points
Site Visit	0 points
TOTAL	145points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	15 POINTS
• Question 1.1	(10points)
• Statement of Achievement	(5 points)
SECTION 2. CULTURAL RESPONSIBILITY	45 POINTS
• Question 2.1	(15 points)
• Question 2.2	(15 points)
• Question 2.3	(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	15 POINTS
• Responsible Tourism and Sustainability Achievements	(5 points)
• Question 5.1	(10 points)

SECTION 6. FINAL REMARKS

- Final Remarks

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF BUSINESS

- Question 1.1 A. Provide an overview of the business and the cultural tourism offering.
 B. Provide visual evidence to support your answer.

Statement of Achievement

SECTION 2. CULTURAL RESPONSIBILITY

- Question 2.1 A. Provide 2–4 examples of how the business preserves and protects culture.
 B. Provide visual evidence to support your answer.
- Question 2.2 A. Provide 2–4 examples of how the business connects visitors with culture. 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 2.3 A. Provide 2–4 examples of how the business educates visitors and local communities to broaden their cultural understanding or participation. 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 2–4 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

