



TOURISM
AWARDS



Australian
Tourism Awards

Tourist Attractions

CATEGORY QUESTIONS

2026 AWARDS. VERSION 1.1



REGIONAL
TOURISM
AWARDS

Tourist Attractions

DESCRIPTOR

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract significant visitor numbers during the qualifying period for their region.

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
TOTAL	120 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
• Responsible Tourism and Sustainability Achievements.	(5 points)
• Question 5.1	(15 points)
SECTION 6. FINAL REMARKS	0 POINTS
• 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.

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- 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