



TOURISM
AWARDS



Australian
Tourism Awards

New Tourism Business

CATEGORY QUESTIONS

2026 AWARDS. VERSION 1.1



**REGIONAL
TOURISM
AWARDS**

DESCRIPTOR

This category recognises new tourism businesses that have commenced trading, visitation, or service delivery during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services.

Existing tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

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	80 points
Digital Review Score	20 points
Consumer Review	0 points
Site Visit	0 points
TOTAL	100 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	10 POINTS
• Question 1.1	(5 points)
• Statement of Achievement	(5 points)
SECTION 2. BUSINESS DEVELOPMENT	30 POINTS
• Question 2.1	(10 points)
• Question 2.2	(10 points)
• Question 2.3	(10 points)
SECTION 3. EXCELLENCE IN MARKETING	20 POINTS
• Question 3.1.	(10 points)
• Question 3.2.	(10 points)

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE

20 POINTS

- Question 4.1. (10 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

- Final Remarks

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. BUSINESS DEVELOPMENT

Question 2.1 A. Describe the rationale behind the development of the new
 tourism business.
 B. Provide visual evidence to support your answer.

Question 2.2 A. What strategies and plans were put in place to enable
 business success? What outcomes have been achieved to
 date?
 B. Provide visual evidence to support your answer.

Question 2.3 A. Describe the main risks in establishing your new tourism
 business and the risk mitigation measures implemented to
 minimise these.
 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 the 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 more 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 the responsible and sustainable business practices undertaken by the business during the [qualifying period](#). These may be new practices or improvements to existing practices. Only activity and outcomes from the [qualifying period](#) should be included.
B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks