



**TOURISM
AWARDS**



**Australian
Tourism Awards**

03. MAJOR FESTIVALS & EVENTS

CATEGORY QUESTIONS

2026 AWARDS

MAJOR 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, comedy, culinary and general interest festivals, events and exhibitions with local, interstate and international visitor attendance over 50,000 or recognised by the STO as a major event on their event calendar.

WORD COUNT

Word Count: Minimum of 4000 words, maximum of 7500 words

IMAGE COUNT

Maximum of 30 images.

QUALIFYING PERIOD

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

SCORE SUMMARY

Submission Score	120 points
Digital Review Score	20 points
Consumer Review	0 points
Site Visit	0 points
TOTAL	140 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF FESTIVAL OR EVENT	20POINTS
• Question 1.1	(10 points)
• Question 1.2	(10 points)
SECTION 2. EVENT DEVELOPMENT AND INNOVATION	30POINTS
• Question 2.1	(15 points)
• Question 2.2	(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)

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SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS

20 POINTS

- Responsible Tourism and Sustainability Achievements.
- Question 5.1

(5 points)

(15 points)

SECTION 6. FINAL REMARKS

Final Remarks

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF FESTIVAL OR EVENT

- Question 1.1 A. Provide an overview of the festival/event.
 B. Provide visual evidence to support your answer.
- Question 1.2 A. Detail 2-3 examples of how the event integrates with the
 local, regional, or state tourism industry to stimulate economic
 activity.
 B. Provide visual evidence to support your answer.

SECTION 2. EVENT DEVELOPMENT AND INNOVATION

- Question 2.1 A. Detail 2-5 improvements made to the festival/event. These
 may be new initiatives or improvements to existing practices.
 Only activities or outcomes from the [qualifying period](#) should
 be included.

 B. Provide visual evidence to support your answer.
- Question 2.2. A. Detail 2-5 strategies that were developed in the qualifying
 period to mitigate risks and ensure the future sustainability of
 the festival/event.
 B. Provide visual evidence to support your answer.

SECTION 3. EXCELLENCE IN MARKETING

- Question 3.1. A. Provide an overview of the festival/event's main 2-3 target
 markets.
- Question 3.2. B. Detail 3-5 marketing strategies used to promote the
 festival/event. These may be new or ongoing strategies, but
 only include when the activities/tactics or outcomes achieved
 were during the qualifying period.

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE

- Question 4.1 A. Detail 2-5 customer service initiatives the festival/event has
 put in place to ensure high attendee satisfaction levels

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throughout the visitor journey. These may be new initiatives or improvements to existing practices.

B. Provide visual evidence to support your answer.

Question 4.2.

A. How has the festival/event demonstrated itself to be inclusive? This may be new initiatives or improvements to existing practices. Only include when the activity or the outcome occurred during the [qualifying period](#).

B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES

Responsible Tourism and Sustainability Achievements.

Question 5.1.

A. Detail 2–5 responsible and sustainable business practices undertaken by the festival/event. These may be new practices or improvements to existing practices. Only include when the activity or the outcome occurred during the [qualifying period](#).

B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks