



# 01. Major Tourist Attractions

**CATEGORY QUESTIONS**

2026 AWARDS

## Major Tourist Attractions

### DESCRIPTOR

This category recognises natural or built attractions that people visit for pleasure and interest. Entrants in this category attract amongst the highest visitor numbers during the qualifying period for their State/Territory.

Major Tourist Attractions would see over 100,001 annual visitors to the attraction.

### 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
<b>TOTAL</b>	<b>140 points</b>

### SUBMISSION SCORE BREAKDOWN

<b>SECTION 1. OVERVIEW OF BUSINESS</b>	<b>15 POINTS</b>
• Question 1.1	(10 points)
• Statement of Achievement	(5 points)
<b>SECTION 2. EXCELLENCE IN BUSINESS &amp; PRODUCT DEVELOPMENT</b>	<b>15 POINTS</b>
• Question 2.1	(15 points)
<b>SECTION 3. EXCELLENCE IN MARKETING</b>	<b>25 POINTS</b>
• Question 3.1	(10 points)
• Question 3.2.	(15 points)
<b>SECTION 4. EXCELLENCE IN CUSTOMER SERVICE</b>	<b>25 POINTS</b>
• Question 4.1	(15 points)
• Question 4.2	(10 points)
<b>SECTION 5. EXCELLENCE IN SUSTAINABLE &amp; RESPONSIBLE BUSINESS</b>	<b>20 POINTS</b>
• Responsible Tourism and Sustainability Achievements.	(5 points)
• Question 5.1	(15 points)
<b>SECTION 6. FINAL REMARKS</b>	<b>0 POINTS</b>
• 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.
- 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.

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## **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