



TOURISM
AWARDS



Australian
Tourism Awards

5 Star Luxury Accommodation

CATEGORY QUESTIONS

2026 AWARDS. VERSION 1.1



**REGIONAL
TOURISM
AWARDS**

5 Star Luxury Accommodation

DESCRIPTOR

This category recognises serviced accommodation that meets the 5 Star Rating Standard (pre-assessment or final rating). The focus of this award is on both the facilities and services that enhance the tourism experience.

This category is open to accommodation experiences that meets a 5 Star Rating Standard in any Star Rating category.

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