



**TOURISM
AWARDS**



**Australian
Tourism Awards**

5. ECOTOURISM

CATEGORY QUESTIONS

2026 AWARDS

ECOTOURISM

DESCRIPTOR

This category recognises ecologically sustainable tourism businesses with a primary focus on experiencing natural areas. Entrants in this category foster environmental and cultural understanding, appreciation and conservation.

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 Review	5 points
Site Visit	0 points
TOTAL	125 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	10 POINTS
• Question 1.1	(5 points)
• Statement of Achievement	(5 points)
SECTION 2. ENVIRONMENTAL RESPONSIBILITY	50 POINTS
• Question 2.1	(15 points)
• Question 2.2	(15 points)
• Question 2.3	(15 points)
• Responsible Tourism and Sustainability Achievements	(5 points)
SECTION 3. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT	10 POINTS
• Question 3.1	(10 points)
SECTION 4. EXCELLENCE IN MARKETING	15 POINTS
• Question 4.1.	(5 points)
• Question 4.2.	(10 points)
SECTION 5. EXCELLENCE IN CUSTOMER SERVICE	15 POINTS

ECOTOURISM

- Question 5.1. (10 points)
- Question 5.2. (5 points)

SECTION 6. FINAL REMARKS

- Final Remarks (0 points)

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF BUSINESS

Question 1.1 A. Provide an overview of the business and the ecotourism offering.

B. Provide visual evidence to support your answer.

Statement of Achievement

SECTION 2. ENVIRONMENTAL RESPONSIBILITY

Question 2.1. A. Provide 2–4 examples of how the business preserves and protects the environment.

B. Provide visual evidence to support your answer.

Question 2.2. A. Provide 2–4 examples of how the business educates visitors and local communities to broaden their understanding of environmental conservation.

B. Provide visual evidence to support your answer.

Question 2.3 A. Provide 2–4 examples of how your business contributes to the local economy and supports sustainable livelihoods.

B. Provide visual evidence to support your answer.

Responsible Tourism and Sustainability Achievements

SECTION 3. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT

Question 3.1 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 4. EXCELLENCE IN MARKETING

ECOTOURISM

- Question 4.1 A. Provide an overview of the business's main 2–3 target markets relevant to the ecotourism experience or offering.
B. Provide visual evidence to support your answer.
- Question 4.2 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 5. EXCELLENCE IN CUSTOMER SERVICE

- Question 5.1. 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 5.2. 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 6. FINAL REMARKS

Final Remarks