



**TOURISM
AWARDS**



**Australian
Tourism Awards**

08. TOURISM RETAIL, HIRE AND SERVICES

CATEGORY QUESTIONS

2026 AWARDS

DESCRIPTOR

This category recognises businesses that sell/provide goods or hire services which contribute to the tourism industry. The contribution made to the tourism industry can be economic (e.g. retail, galleries), experience based (traditionally non-tourism specific experiences e.g. shopping precincts) or service based (e.g. digital solutions for travellers or tourism businesses).

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	90 points
Digital Review Score	20 points
Consumer Rating	0 points
Site Visit	0 points
TOTAL	110 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	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

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- 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. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT

- Question 2.1 A. What improvements 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' 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.

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- 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

- 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 activities and outcomes from the [qualifying period](#) should be included.
- B. Provide visual evidence to support your answer.

Responsible Tourism and Sustainability Achievements.

SECTION 6. FINAL REMARKS

Final Remarks