



**TOURISM
AWARDS**



**Australian
Tourism Awards**

25. EXCELLENCE IN FOOD TOURISM

CATEGORY QUESTIONS

2026 AWARDS

EXCELLENCE IN FOOD TOURISM

DESCRIPTOR

This category is open to food producers, providores, tour operators, cooking schools, food attractions, farm gate experiences, farmers markets, trails and other food tourism experiences in the State/Territory, featuring the State/Territory produce as the core component.

WORD COUNT

Minimum of 4000 words, maximum of 7500 words

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 Review	5 points
Site Visit	0 points
TOTAL	115 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
• 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. 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 more inclusive throughout the [qualifying period](#)?
 B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS

- Question 5.1 A. Detail 2-5 responsible and sustainable business practices undertaken by the business during the [qualifying period](#). These

EXCELLENCE IN FOOD TOURISM

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