



**TOURISM  
AWARDS**



**Australian  
Tourism Awards**

# **24. NEW TOURISM BUSINESS**

**CATEGORY QUESTIONS**

2026 AWARDS

## DESCRIPTOR

This category recognises new tourism businesses that have commenced trading, visitation, or service delivery during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services.

Existing tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.

## 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	0 points
Site Visit	0 points
<b>TOTAL</b>	<b>120 points</b>

## SUBMISSION SCORE BREAKDOWN

<b>SECTION 1. OVERVIEW OF BUSINESS</b>	<b>10 POINTS</b>
• Question 1.1	(5 points)
• Statement of Achievement	(5 points)
<b>SECTION 2. BUSINESS DEVELOPMENT</b>	<b>30 POINTS</b>
• Question 2.1	(10 points)
• Question 2.2	(10 points)
• Question 2.3	(10 points)
<b>SECTION 3. EXCELLENCE IN MARKETING</b>	<b>20 POINTS</b>
• Question 3.1.	(10 points)
• Question 3.2.	(10 points)
<b>SECTION 4. EXCELLENCE IN CUSTOMER SERVICE</b>	<b>20 POINTS</b>

## NEW TOURISM BUSINESS

- 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. BUSINESS DEVELOPMENT**

- Question 2.1            A. Describe the rationale behind the development of the new  
                                  tourism business.  
                                  B. Provide visual evidence to support your answer.
- Question 2.2            A. What strategies and plans were put in place to enable  
                                  business success? What outcomes have been achieved to  
                                  date?  
                                  B. Provide visual evidence to support your answer.
- Question 2.3            A. Describe the main risks in establishing your new tourism  
                                  business and the risk mitigation measures implemented to  
                                  minimise these.  
                                  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 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.

- 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**

Responsible Tourism and Sustainability Achievements.

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

#### **SECTION 6. FINAL REMARKS**

Final Remarks