Australian Tourism Awards

05. Ecotourism

CATEGORY QUESTIONS & CRITERIA

25/3/2026

2026 South Australian Tourism Awards

TiCSA TOURISM INDUSTRY COUNCIL

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.

Prerequisite to enter

- The business must be able to demonstrate that they meet base business operating standards. This can be done by either:
    a) Holding current Sustainable Tourism Accreditation through the Quality Tourism Framework.
    b) Completing the Business Standards within their awards submission online.
- The business must also be able to demonstrate that they meet the standards of Ecostar accreditation. This can be done by either:
    a) Holding current EcoStar Accreditation through the Quality Tourism Framework.
    b) Completing Ecostar standards within their awards submission online.

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**

- 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

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

RESPONSE GUIDE

SECTION 1. OVERVIEW OF BUSINESS	10 POINTS
Question 1.1	**10 points**

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

(text box response)

Response Guidance

Provide a clear and concise description of the business and the product/service/visitor experience it provides.

Include the vision and the values of the business to help set the scene for later questions.

Assume the judge has no prior knowledge of the business, so take them on a journey of how and when it began, where the business is located or where the services are provided, who works in the business, etc.

As the judges may not be familiar with the business – and your submission may be judged nationally by judges that are not from your state/territory - explain everything from the ground up including;

- *History*
- *Size/scale of business*
- *Business structure*
- *Location/Map*
- *Involvement in tourism industry.*

Clearly demonstrate your eligibility by aligning with the category criteria to ensure that there is no misunderstanding as to why you have entered this category. The judges (and auditors) need to understand how the business fits into the category; therefore, be sure to include a clear explanation.

Highlight the business's points of difference and what makes it stand out from others. Consider the amenities, products, services, or facilities that enhance visitor satisfaction.

Question 1.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q1.1.A Examples of the type of evidence you can include are:

- *Images of staff, services, experiences, buildings, room types etc.*
- *Map of location of business, route etc.*

This is an opportunity to show each of the products or services that are on offer.

Do not include any documents (plans, procedures, policies etc.).

Statement of Achievement **0 points**

Automatic Listing of Quality Tourism programs or business tools the business has completed/renewed in the qualifying period.

- Quality Tourism Accredited
- Sustainable Tourism Accredited
- International Ready Accredited
- EcoStar Accredited
- Accessible Tourism Program
- Accessible Tourism Accredited
- Tourism Emissions Reduction Commitment Program (minimum of Level 3)
- Star Rated
- Online Trade Distribution Program

- International Trade Distribution Program
- Risk Management Tool
- Business Continuity Tool
- Connecting to Culture Tool
- Marine Tourism Accredited
- Camp and Adventure Activity Accredited
- VIC Accreditation

If any of these programs or business tools are completed prior to the end of the qualifying period this will be automatically reflected in your Statement of Achievement.

SECTION 2. ENVIRONMENTAL RESPONSIBILITY	**50 POINTS**
Question 2.1	**15 points**

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

Provide a short overview of the business approach towards the preservation and protection of the environment.

EXAMPLE

Name of Preservation/Protection activity: _____	
Describe the activity *Describe the activity with emphasis on how it preserves and/or protects the environment.*	
Outline the rationale for implementing this activity and what the business hoped to achieve. This is the rationale and goal setting of the activity	

What outcomes has the business achieved through this activity in preserving and protecting the environment? This is the outcome of the activity	

Response Guidance

(?) Describe the Activity

Describe the activity with emphasis on how it preserves and/or protects the environment.

The preservation of the environment involves actions that conserve natural resources and biodiversity. Some examples include, but are not limited to;

- *Establishing or participating in reforestation programs to restore degraded ecosystems.*
- *Implementing renewable energy sources*

Protection involves safeguarding the environment for future generations. Some examples include, but are not limited to;

- *Limiting visitor numbers to prevent overcrowding and degradation.*
- *Advocating for responsible tourism practices, such as adopting "Leave No Trace' principles.*
- *A streamlined staff/guide training program has been implemented to deliver consistent and comprehensive guest briefings incorporating Leave No Trace principles, supporting responsible visitor behaviour and environmental protection.*
- *Creating digital archives, apps, or virtual reality experiences to educate visitors and provide an experience that does not impact the environment*
- *Initiatives to protect environmental assets*

(?) Rationale

Provide the judges with a clear understanding of why the activity has been developed and how it contributes to the protection and preservation of the environment.

(?) Outcomes

Provide measures used to understand how the ecotourism business preserves and protects the environment and what outcomes the business has achieved.

Some examples could include, but are not limited to:

- *Visitor feedback on environmental programs, increased participation in community events, or conservation outcomes.*

Question 2.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer. Examples of the type of evidence you can include are:

- *An image of the activity*
- *A testimonial from a visitor or local community member*
- *An infographic e.g. graph, demonstrating the results of the preservation activity.*

This is an opportunity to show each of the products or services that are on offer.

Do not include any documents (plans, procedures, policies etc.).

Question 2.2 **15 points**

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

Provide a short overview of the business philosophy towards education of environmental conservation to visitors and local communities.

EXAMPLE

Name of education and/or interpretation activity: _____	
Describe the activity *Describe the activity with emphasis on how it educates visitors and local communities.*	
Outline the rationale for implementing this activity and what the business hoped to achieve. This is the rationale and goal setting of the activity	
What outcomes has the business achieved through this activity in educating visitors and local communities? This is the outcome of the activity	

Response Guidance

Specify any guidelines, programs, or tools provided to visitors to enhance their understanding of environmental preservation and protection.

(?) Describe the activity

Provide an overview of the activity. Consider how this activity educates and informs, and to whom.

(?) Rationale

Provide the judge with a clear understanding why the business has implemented the specific activity.

Ensure the rationale relates back to how it can educate and inform visitors and the local community.

(?) Outcomes

What were the measurable results of these activities?

Provide measurable results that demonstrate to the judges the outcomes of the activities and how they educate and inform.

Consider what learnings were made during this process, particularly if intended outcomes were not achieved.

Question 2.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer. Examples of the type of evidence you can include are:

- *An image of the activity*
- *A testimonial from a visitor or local community member*
- *An infographic e.g. graph, demonstrating the results of the education activity.*

This is an opportunity to show each of the products or services that are on offer.

Do not include any documents (plans, procedures, policies etc.).

Question 2.3 **15 points**

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

Provide a short overview of the business philosophy towards its contribution to the local economy.

Name of activity: _____

Describe the activity. This is the overview of the activity.	
Outline the rationale for implementing this activity and what the business hoped to achieve. This is the rationale and goal setting of the activity.	
What outcomes have been achieved through this activity to support the local economy and sustainable livelihoods? This is the outcome of the activity.	

Response Guide

Provide 2-4 of the business's top examples.

A tourism business can play a crucial role in strengthening the local economy and fostering sustainable livelihoods by generating employment, supporting local industries, and promoting responsible business practices.

Consider the following types of activities the business does to contribute to the local economy:

- *Supporting local businesses e.g. through product packaging, 'buy local' programs or sourcing services locally*
- *Supporting local talent or community groups*
- *Employment e.g. local work experience program, training and development programs*
- *Support of community fundraising*
- *Employing local artisans, performers, or cultural guides to deliver experiences directly to visitors.*
- *Creating partnerships with community groups to reinvest a portion of tourism revenue into local initiatives.*

(?) Describe the activity

Provide an overview of the activity. Consider how this activity supports sustainable livelihoods and its impact on the local economy.

(?) Rationale

Provide the judges with a clear understanding of why the business has implemented the specific activity.

Ensure the rationale relates back to how it can support the local economy and sustainable livelihoods.

(?) Outcomes

What were the measurable results of these activities?

Provide measurable results that demonstrate to the judges the outcomes of the activities and how they support the local economy.

Consider what learnings were made during this process, particularly if intended outcomes were not achieved.

Question 2.3.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

This is where you can include images to support your answer. Examples of the type of evidence you can include are:

- *An image of the activity*
- *A testimonial from a local community member or organisation who has benefited from the activity*
- *An infographic e.g. graph, demonstrating the contribution to the economy.*

This is an opportunity to show each of the products or services that are on offer.

Do not include any documents (plans, procedures, policies etc.).

Visual evidence must support and not replace the written response.

Responsible Tourism and Sustainability Achievements. **5 points**
☐ Sustainable Tourism Accreditation. ☐ Has undertaken an assessment of its emissions and identified measures to reduce and offset e.g. through the Tourism Emissions Reduction Commitment (TERC) program. ☐ Has undertaken an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF. ☐ Has included an Accessible Guide on the business website. o Please insert the URL for the page **within your own website** where consumers can access your Accessibility Guide/Information.

SECTION 3. EXCELLENCE IN BUSINESS & PRODUCT DEVELOPMENT	**10 POINTS**
Question 3.1	**10 points**
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.	
Provide a short overview of the business' approach towards developing its business operations and/or product offering.	

EXAMPLE

Improvement 1: **_____** *Name the improvement the business made to its operations and/or the product offering.*	
	Describe the Improvement: *Provide detail on the improvement – what is it and what part of the operations or product offering did it improve.*

	Rationale: *What were the reasons for this improvement? Include what specific goals the business aimed to achieve with this improvement.*
	Outcomes: *What were the measurable results and learnings of these changes?*

Response Guidance

Provide between 2-5 examples.

***(?)* Describe the Improvement:**

Provide details on:

- What the improvement is
- What part of the operations or product offering did it improve
- The investment made

The response to this question can include examples relating to:

- *Business operations*
- *Product development.*

Business Operations

"Business operations" generally refers to the day-to-day activities involved in running a business. This can include, but is not limited to, managing resources, processes, and people to achieve organisational goals.

Some examples of improvements include;

- *Operations (inventory management, compliance and safety, risk management, trade distribution, etc.)*
- *Finance (systems, investment, pricing strategy, etc.)*
- *Human resources (training, reward, recognition, professional development, attracting staff, etc.)*
- *Business capability or learning initiatives (e.g. completion of Quality Tourism programs including risk management, online distribution, etc.).*

(?) Product Development

"Product offering" generally refers to the products, services and experiences a company offers its customers.

Some examples of improvements include;

- *Technology (developed a mobile app to improve the experience, introduced AI chatbots to assist in visitor enquiries, etc.)*
- *Product packaging (value added to the experience with other local products/experiences, etc.)*
- *Facilities (upgraded or introduced new facilities e.g. pool, vehicle, tasting room, etc.)*
- *Experiences (upgraded or introduced new experiences e.g. tour, gastronomic tasting session, wine tasting, meet the keeper, spa/wellbeing, etc.).*

Note: this is not a complete list but does provide some examples for consideration.

(?) Rationale

Provide the judges with a clear understanding of why the improvement was made.

Some examples of the rationale for the improvement could be:

- *Business Operations*
  - *Reduce business expenses*
  - *Streamline processes*
  - *Other strategic objectives*
- *Product Development*
  - *Driven by feedback*
  - *Reaching new markets*
  - *Advancing technologies*
- *Other strategic objectives.*

Note: this is not a complete list but does provide some examples for consideration.

Consider how the improvement aligns with the vision or values of the business as identified in Q1.

Include the specific goals that the business aimed to achieve with the improvement.

Some examples of specific goals could be:

- *Reduce manual effort by 15%*
- *Improve workflow efficiency by 30%.*

(?) Outcomes

What were the measurable results of these changes, and how did this contribute to your overall goals/targets?

Provide measurable results that demonstrate to the judges the outcomes of the improvement.

Measurement examples could include:

- *Percentage increase or decrease (visitation, satisfaction, complaints)*
- *Number changes (visitors, sales, hours saved, costs reduced)*
- *Ratings or review improvements*
- *Operational efficiencies*
- *Usage or uptake of new offerings.*

Remember to include (where you can) the evidence source (e.g., POS system, CRM analytics, survey results, booking system data, financial reports). This helps judges validate accuracy.

Also, consider what learnings were made during this process, particularly if intended outcomes were not achieved

Question 3.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer. For example:

- *An image of the improvement*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*
- *Before and after images of works*
- *An infographic e.g. graph, demonstrating the outcomes.*

SECTION 4. EXCELLENCE IN MARKETING	**15 POINTS**
Question 4.1	**5 points**

Question 4.1.A Provide an overview of the business's main 2-3 target markets relevant to the ecotourism experience or offering.

Provide a brief overview of the business's target markets and how these were identified.

EXAMPLE

Name of Target Market: **_____**		
	How is this target market classified for the business? *Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.*	(tick box)
	Target market characteristics *Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.*	

	How does the business meet the expectations of this target market? *Demonstrate how you have tailored the business to the target market.*	
	What research have you undertaken to confirm this target market is right for the business? *Describe the research or analysis undertaken to determine that this target market and their characteristics are suitable to the business.*	

Response Guidance

Provide between 2-3 markets.

*A **target market** is a specific group of potential customers that a business directs its marketing efforts and products towards.*

(?) Target Market Characteristics

For the target market characteristics, consider the following:

- ***Geographic – Where they are:** Where the people live or visit*
- ***Demographic – Who they are:** Their age, family size, income, or lifestyle, such as families, retirees, or holidaymakers.*
- ***Psychographic – What they care about:** What they enjoy, believe in, or value, like being active, spending time outdoors, or supporting local businesses.*
- ***Behavioural – What they do, how they act**: Like hiring bikes, exploring the area, or looking for fun activities.*
- ***Motivations – What drives them, why they do things:** Like wanting to have family adventures, stay healthy, or try something new.*

(?) Meeting the expectations of a target market

Demonstrate the business's understanding of the target market's needs, preferences, and behaviours, and how the business has tailored its products, services or experiences to effectively reach and engage the target market.

(?) Research

Outline how the business has determined that this target market is suitable for the business. What research was undertaken, and what was concluded from this research?

Question 4.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer. For example:

- *An image of the target market*
- *An infographic e.g. graph, demonstrating the market characteristics*

Question 4.2 **10 points**

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.

Provide a short overview of the business's approach towards developing its marketing strategies for visitors.

EXAMPLE

Marketing Strategy 1:

Name of the marketing strategy, type e.g. was it a campaign, an exhibition, an event, a partnership, or other marketing initiative, and timeframe e.g. start and end date of strategy.	
Objective:	*Provide quantifiable objectives for the strategy.*
Target Market:	*As per market/s identified in Q4.1*
Concept, Activity and Tactics:	*Provide greater detail of the strategy and describe the activities or tactics used.*
Rationale and Research:	*Describe the research and analysis undertaken to determine that this strategy will achieve the objectives, how it will reach the intended target market and whether it aligns with local/regional/state strategies.*
Outcomes achieved during the qualifying period.	*E.g. an increase to website traffic by 21% which generated an increase in online bookings by 30%*

Response Guidance

Provide between 2-5 examples.

A marketing strategy is a planned, coordinated initiative with a measurable objective, targeted audience, supporting research, defined activities, and evidence of impact. Single actions (e.g., one social post or one email) would not qualify as a strategy.

It is recommended that you include examples that differ from any of the improvements you have included in Q2.

(?) Objectives

Provide details on the business's marketing objective and use quantifiable targets. E.g. 'Grow mid-week visitation by 22%' where appropriate.

Objectives or goals can include, but are not limited to:

- *Improve brand awareness*
- *Increase sales*
- *Higher number of leads*
- *Attract new customers*
- *Improve customer retention*
- *Increase online engagement*
- *Expand into new markets*
- *Optimise ROI*
- *Highlight new features/experiences*

General statements such as "increase awareness" or "improve engagement" will not score strongly unless supported by measurable outcomes.

(?) Target Market

Be sure to align this strategy to one or more of the markets identified in Q4.1.

(?) Concept, Activity, Tactics

Provide an overview of the marketing strategy, outlining its key idea, focus and execution. This should clearly explain what the strategy was and how it was delivered.

This may include, for example:

- *A digital campaign highlighting the business's unique selling proposition*
- *A PR campaign showcasing how the business fulfils specific visitor needs*
- *Improved website content designed to create an emotional connection with visitors*
- *Targeted email campaign communicating key business values e.g. sustainability or accessibility*
- *Social campaign demonstrating alignment with target market's values, preferences etc.*

Also include the key activities or tactics used to deliver the strategy. Channels may include, but are not limited to:

- *Digital Advertising*
- *Emails*
- *Events*
- *Trade activities*

- *Influencer marketing*
- *Search Engine Optimisation*
- *Social Media*
- *Television, radio, print media*

(?) Rationale and research

Why did the business execute this strategy, and what research was used to support the development of this strategy, for example:

- *Website analytics*
- *Booking trends*
- *Survey results*
- *Visitor feedback*
- *Market demand data*
- *Regional or state destination research*
- *Competitor analysis*

This helps judges understand the evidence-based decision making behind the strategy.

Consideration during the research phase as to how the strategy aligns with local, regional or state destination/marketing plans/strategies would be seen favourably. For example: regional positioning statements or destination marketing strategies, campaign themes, target markets, product pillars.

(?) Outcomes

Provide measurable results achieved from this strategy during the qualifying period only.

Outcomes should clearly show the impact of the strategy against the stated objectives.

Results should be supported by figures and/or percentages. Avoid general statements without measurement.

Outcomes may include, but are not limited to:

- *Percentage increases or decreases*
- *Visitor numbers or visitation patterns*
- *Sales or revenue growth*

- *Website metrics (conversion rate, sessions, click-through rate)*
- *Social reach and engagement*
- *Return on Investment (ROI) or cost-per-acquisition*
- *Media coverage or reach*
- *Lead generation*
- *Booking attribution.*

For each outcome, include:

- *Baseline (performance before the strategy or at the start of the qualifying period)*
- *Result (performance achieved during the qualifying period)*
- *Change (numeric and/or percentage change).*

Where intended outcomes were not fully achieved, outline any learnings or adjustments made

4.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

Provide visual evidence demonstrating the marketing activity.

Videos can be included, however, do not produce a video for the specific purpose of responding to this question. It must have been produced as part of the activity.

Examples of images/video evidence can include:

- *Instagram Reel*
- *TikTok*
- *Video segment on TV*

- *TV Commercial.*

Do not upload the video itself, only include a link to the video.

SECTION 5. EXCELLENCE IN CUSTOMER SERVICE	15 POINTS
Question 5.1	**10 points**
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.	

Provide a brief overview of the business's customer service philosophy.

EXAMPLE

Customer Service Initiative 1.		
	Describe the initiative that enhances the business' customer service:	
	At what stage of the visitor journey does this impact? *(Pre, During, Post, All)*	(checkbox with multiple choice option)
	Rationale **What influenced the development of this initiative?**	
	Outcomes **What outcomes have come from this initiative?**	

Response Guidance

Provide the top 2 - 5 examples. These may be new initiatives or improvements to existing initiatives. Only activities and outcomes from the qualifying period should be included.

Focus on the initiatives that specifically relate to customer service and have not already been included in question 2.1.

Include new customer service initiatives or improvements to existing practices that occurred within the qualifying period and that enhanced the visitor journey.

The visitor journey includes all touchpoints from pre-visit planning, on-site experience, and post-visit engagement.

This could include, but is not limited to:

- *Staff training and development*
- *Customer feedback and post-stay surveys*
- *Improved booking or enquiry processes*
- *Improvements to service delivery*
- *Additional or enhanced services e.g. enhanced experiences; interactive interpretation and storytelling; cultural and community connections etc..*

(?) Describe the initiative

Describe the customer service initiative and how it was designed or delivered. Consider the relevant visitor touchpoints and how the initiative enhanced the customer experience.

Outline the resources invested in the initiative. This may include:

- *Financial investment*
- *Staff time or training*
- *Technology or systems*
- *Changes to supply chain or service processes.*

(?) Stage of the visitor journey

Specify at what point the initiative takes place within the visitor journey – pre, during, post or across multiple stages.

(?) Rationale

Explain why the business focused on improving this aspect of customer experience.
This may include, but is not limited to, examples such as:

- *Customer feedback or reviews*
- *Staff input*
- *Competitive landscape*
- *Operational needs or service gaps*
- *Data/survey insights*
- *Changes in customer expectations or industry trends*

(?) Outcomes

Describe the outcomes and learnings that were achieved during the qualifying period that were a result of the initiative.

Examples may include, but are not limited to:

- *Improved online ratings or reviews by XX%*
- *Increased repeat visitation*
- *Improved customer satisfaction or feedback results*
- *Reduced complaints*
- *Positive testimonials.*

Where possible, include:

- *A baseline (e.g. previous performance or feedback)*
- *The result achieved during the qualifying period*
- *Evidence of improvement (e.g. percentage change, rating increase, customer quotes).*

Testimonials may be included as supporting evidence, but should complement measurable results rather than replace them.

5.1.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer in Q5.1.A. Examples of the type of evidence you could include are:

- *Staff initiatives*
- *Customer initiatives in place*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*

Question 5.2	**5 points**

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.

(text box response)

For Judge reference only, no additional score applied

- ☐ The business has undertaken or updated an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF in the qualifying period.
- ☐ The business has included an Accessible Guide on the business website.
    - Please insert the URL for the page **within your own website** that consumers can access your Accessibility Guide/Information.

Response Guidance

Demonstrate how the business has actively considered, and where able, met the needs of a diverse community. This could include:

- *Staff training*
- *Management and leadership*

- *Business policy making, audits, accreditations or advocacy*
- *Improved/modified systems/operations/facilities*

Demonstrate how the business has analysed its target markets and identified any specific requirements that may need to be considered for these guests.

Consider utilising a table to showcase multiple inclusive initiatives, covering:

- ***Who the intended audience is** and their specific needs*
- ***What** the inclusive practices are, rationale, KPIs*
- ***Outcomes such as** the data, testimonials/feedback, positive reviews etc.*

A case study can illustrate to the judges how an inclusive practice was identified, challenges addressed and the outcomes achieved.

5.2.B Provide visual evidence to support your answer.

File Name	**Description of Evidence** (up to 10 words)	**Evidence Attachment**
		Attachment
		Attachment
		Attachment

Response Guidance

Visual evidence must support and not replace the written response.

This is where you can include images to support your answer. Examples of the type of evidence you can include are:

- *Inclusive initiatives in place*
- *A testimonial demonstrating the outcome (NOTE: the main content of the testimonial must appear in the written response)*

SECTION 6. FINAL REMARKS 0 POINTS

In 100 words or less, provide any final remarks as to why the business should be considered as a winner in its chosen category.

(text box)

Response Guidance

Make this a personal response to close out the submission.