Australian Tourism Awards

06. Cultural Tourism

CATEGORY QUESTIONS & CRITERIA

25/3/2026

2026 South Australian Tourism Awards

TiCSA TOURISM INDUSTRY COUNCIL

DESCRIPTOR

This category recognises tourism businesses that foster a greater understanding and appreciation of culture, history, heritage and/or the arts.

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.

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	125 points
Digital Review Score	20 points
Consumer Rating	0 points
Site Visit	0 points
TOTAL	**145points**

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS **15 POINTS**

- Question 1.1 (10points)
- Statement of Achievement (5 points)

SECTION 2. CULTURAL RESPONSIBILITY **45 POINTS**

- Question 2.1 (15 points)
- Question 2.2 (15 points)
- Question 2.3 (15 points)

SECTION 3. EXCELLENCE IN MARKETING **25 POINTS**

- Question 3.1 (10 points)
- Question 3.2 (15 points)

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE **25 POINTS**

- Question 4.1 (15 points)
- Question 4.2 (10 points)

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS **15 POINTS**

- Responsible Tourism and Sustainability Achievements (5 points)
- Question 5.1 (10 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 and the cultural tourism offering.
B. Provide visual evidence to support your answer.

Statement of Achievement

SECTION 2. CULTURAL RESPONSIBILITY

Question 2.1 A. Provide 2-4 examples of how the business preserves and protects culture.
B. Provide visual evidence to support your answer.

Question 2.2 A. Provide 2-4 examples of how the business connects visitors with culture. 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.

Question 2.3 A. Provide 2-4 examples of how the business educates visitors and local communities to broaden their cultural understanding or participation. 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 2–4 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?
B. Provide visual evidence to support your answer.

SECTION 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES

Responsible Tourism and Sustainability Achievements

Question 5.1 A. Detail 1-4 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

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 cultural tourism offering.

(text box response)

Response Guidance

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

Ensure you include what culture/s the business/activity is representing. Provide the judge with an overview of the cultural representation that the business/activity is connecting visitors to. For example, but not limited to;

- *Heritage*
- *History*
- *Local*
- *Country*
- *Religious*
- *Spiritual*
- *Sports*
- *Arts, including performing arts.*

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	5 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. CULTURAL RESPONSIBILITY	45 POINTS
Question 2.1	**15 points**

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

Provide a short overview of the business's approach to how it preserves and protects culture.

Describe the activity.

How does this activity contribute to the ongoing preservation and protection of culture?	Explain how the activity actively preserves, protects or supports culture.
Outline the rationale for implementing this activity and what the business hoped to achieve.	Describe why the activity was introduced and outline the intended goals or outcomes.
Who was involved in developing or guiding this activity?	Identify the individuals, groups or organisations involved.
What outcomes has the business achieved through this activity in preserving and promoting culture?	Provide measurable or observable outcomes achieved during the qualifying period.

Response Guidance

Provide 2-4 examples.

(?) Describe Activity

Entrants should clearly describe the activities or initiatives the business has in place to preserve and/or protect culture.

This question focuses on the activity itself, so it may include initiatives that are not visitor-facing.

Focus on what the activity is and how it operates within the business.

Include:

- *What the activity or initiative involves.*
- *How it is delivered or implemented.*
- *How it operates within the business (e.g. how often it occurs, how it forms part of the business operations).*

Examples could include, but are not limited to:

- *Supporting research programs or initiatives.*
- *Interpretation programs delivered through signage, digital content or exhibits.*
- *Partnerships with cultural organisations.*
- *Preservation programs.*

- *Awareness training.*
- *Maintaining archives, records or documentation.*
- *Cultural considerations in infrastructure planning*

(?) Preservation and Protection

Detail how the activity preserves and/or protects culture, or builds awareness, appreciation or an understanding of culture.

The preservation of culture involves actions to maintain the historical, cultural or artistic significance of the cultural tourism experience. Some examples include, but are not limited to;

- *Employing local artisans, performers, cultural guides etc.*
- *Funding restoration projects for historic buildings, artefacts, or artworks*
- *Using a portion of profits to restore cultural landmarks, monuments, or ecosystems etc.*

The protection of culture involves safeguarding cultural heritage and practices for future generations. Some examples include, but are not limited to;

- *Limiting visitor numbers at cultural sites to prevent overcrowding and degradation.*
- *Advocating for responsible tourism practices, such as leaving no trace*
- *Creating digital archives, apps, or virtual reality experiences to educate visitors*
- *Initiatives to protect cultural 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 culture.

Entrants should outline:

- *The cultural need, risk, or opportunity the activity responds to.*
- *The goals or intended outcomes of implementing the activity.*
- *How the activity aligns with the business's broader cultural values or responsibilities.*

This section should explain the purpose and intended impact of the activity.

(?) Engagement

Explain who was involved in developing, guiding, or delivering the activity.

Entrants may include:

- *Local communities, cultural organisations or knowledge holders.*
- *Historians, cultural advisors, or heritage specialists.*
- *Staff, guides, artists, performers or educators involved in cultural interpretation.*

Describe how these stakeholders contributed and how their knowledge or leadership ensured the activity was culturally appropriate, authentic and respectful.

(?) Outcomes

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

Some examples could include, but are not limited to:

- *Visitor feedback on cultural programs.*
- *Increased participation in cultural experiences or events.*
- *Preservation or restoration outcomes for cultural sites, artefacts or traditions.*
- *Employment or economic opportunities created for local cultural practitioners.*
- *Improved awareness or understanding of culture among visitors.*
- *Partnerships formed with cultural organisations or communities.*

Where possible, include evidence, examples, or measurable impacts that demonstrate the effectiveness of the activity.

Question 2.2	**15 points**
Question 2.2.A Provide 2-4 examples of how the business connects visitors with culture. 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's approach to connecting visitors with culture.

EXAMPLE

Name of activity: _____	
Describe the activity and how it connects visitors with culture.	Outline what the activity involves and how it enables visitors to engage with or experience culture.
How did the business collaborate with others to ensure the cultural activity provided was an authentic representation of culture?	Describe any partnerships or collaboration undertaken to ensure authenticity and respect.
What outcomes were achieved in connecting visitors with culture?	Provide measurable or observable outcomes achieved during the qualifying period.

Response Guidance

(?) Describe the Activity

Describe the activity that has been implemented/improved, which respect, celebrate, and/or sustain culture.

This question is looking for examples where the visitor is actively engaging with or experiencing culture. Some examples include:

- *Offering guided heritage walks through a historic precinct, sharing stories of the area's development and past communities.*
- *Hosting hands-on cooking classes that allow visitors to prepare and taste traditional local or regional dishes.*
- *Providing interactive workshops such as pottery, weaving, painting or craft linked to local traditions.*
- *Curating live performances (music, dance, theatre) that showcase cultural traditions of the region or community.*
- *Creating a self-guided trail or experience highlighting public art, historic landmarks or culturally significant locations.*
- *Running farm or vineyard experiences where visitors engage with traditional food production methods.*
- *Incorporating cultural elements into accommodation stays, such as themed rooms, local design, or storytelling experiences.*

- *Hosting seasonal festivals or events that celebrate local culture, food, or heritage.*

Demonstrate how this activity connected visitors with culture – this could be:

- *Active participation (doing, making, tasting, speaking)*
- *Direct interaction (conversation, Q&A, shared storytelling)*
- *Interpretation (explaining meaning, symbolism, context)*
- *Emotional engagement (reflection, changed perspectives, testimonials)*
- *Authentic representation (community involvement, custodianship)*
- *Learning outcomes (skills gained, awareness increased)*

(?) Authenticity

Consider the role local communities or cultural custodians have had in the design, development and delivery of the cultural tourism experiences. Some examples are:

- Collaborating with cultural custodians, Indigenous groups, or heritage organisations to co-design experiences that authentically represent their culture.
- 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 cultural preservation projects.

(?) Outcomes

Where possible, provide examples of evidence that demonstrates the success of the activity and how the cultural tourism experience connected visitors to culture.

Some examples could include, but are not limited to:

- *Visitor feedback on cultural programs demonstrating an increase in visitor understanding or appreciation*
- *Measurable visitor satisfaction linked to cultural elements*
- *Evidence of emotional or behavioural impact*
- *Increased participation in cultural event/activity*
- *Commercial sustainability of culturally connected experiences.*

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.

Provide evidence to support your response. For example:

- *An image of the improvement*
- *A testimonial demonstrating the outcome*
- *Before and after images of works*
- *An infographic e.g. graph, demonstrating the outcomes.*

Question 2.3 **15 points**

Question 2.3.A Provide 2-4 examples of how the business educates visitors and local communities to broaden their cultural understanding or participation. 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's approach towards visitor education of the culture of a place/community/tradition.

EXAMPLE

Name of education activity: _____	
Describe the activity and how it educates visitors and connects visitors to the culture of the place/community/tradition	Outline what the activity involves and how it builds understanding, awareness or appreciation of culture.
What outcomes has the business achieved during the qualifying period through this activity in	Provide measurable or observable outcomes achieved during the qualifying period.

educating visitors and local communities?	

Response Guidance

Specify any guidelines, programs, or tools provided to visitors and/or the local community to enhance cultural understanding, participation or appreciation of culture. This can relate to a place, community or tradition.

This question is looking for examples where the visitor is gaining knowledge, insight or awareness of culture. Some examples include:

- *Installing interpretive signage or exhibitions that explain the history and significance of a site, building or region.*
- *Delivering talks, lectures or guided interpretation that provide deeper context about local heritage or traditions.*
- *Developing educational materials or digital content (e.g. videos, apps, podcasts) that explore cultural stories or history.*
- *Running school programs or educational tours focused on local history, environment or cultural practices.*
- *Hosting community workshops or information sessions on topics such as heritage conservation, traditional skills or local history.*
- *Providing visitor briefings or materials that explain appropriate behaviour, etiquette or cultural context.*
- *Sharing stories of migration, community identity or historical change through exhibitions or storytelling platforms.*
- *Creating online resources or guides that encourage ongoing learning beyond the visit.*

(?) Describe the activity

Provide an overview of the activity that provides an educational outcome. Activities can include, but are not limited to;

- *Educational materials on premises, in rooms, on vessels etc.*
- *Exhibits*
- *Events*
- *Performances*

- *Meet and Greet*
- *Volunteer programs*

(?) Outcomes

Provide examples of how the business provides cultural education opportunities and what outcomes the business has achieved during the qualifying period.

Some examples could include, but are not limited to:

- Visitor Feedback
- Surveys that ask about post trip activities
- Visitor Engagement Metrics
- Local community feedback

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

Visual evidence must support and not replace the written response.

Provide evidence to support your response. For example:

- *An image of the education activity*
- *A testimonial demonstrating the visitors cultural understanding has been broadened*
- *An infographic e.g. graph, demonstrating the outcomes*

SECTION 3. EXCELLENCE IN MARKETING	**25 POINTS**
Question 3.1	**10 points**

3.1.A Provide an overview of the business's main 2-3 target markets.

Provide a brief introduction to the business's main target markets and how these were identified.

EXAMPLE

Name of Target Market: **----------**	
How is this target market classified for the business?	(tick box) *Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.*
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 has been 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?

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.

Provide evidence to support your response. For example:

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

Question 3.2.	**15 points**

Question 3.2. Detail 2–4 marketing strategies the business used during the qualifying period. These may include new or ongoing strategies, but only activity/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 Q3.1*
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 2-4 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 Q2.2.

(?) 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 Q3.1.

(?) 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.

3.2.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 4. EXCELLENCE IN CUSTOMER SERVICE — 25 POINTS

Question 4.1. — 15 points

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.

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 enhancements. 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 2.2.

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 Front of House service delivery*

- *Additional or enhanced services e.g. bed turn down services, welcome experience.*

(?) Describe the initiative

Describe what the customer service initiative is 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.

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 in Q4.1.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 4.2. **10 points**

Question 4.2.AHow has the business demonstrated itself to be inclusive throughout the qualifying period.

Consider which specific needs have been identified and what inclusive practices have been initiated.

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.

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.

This is where you can include images to support your answer in Q4.2.A 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 5. EXCELLENCE IN SUSTAINABLE & RESPONSIBLE BUSINESS PRACTICES (15 POINTS)

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.
    - Please insert the URL for the page **within your own website** where consumers can access your Accessibility Guide/Information.

Question 5.1. **10 points**

Question 5.1.A Detail 1-4 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.

Provide an overview of the business's philosophy on responsible and sustainable tourism.

EXAMPLE

	Select the type of activity	(drop down list)
Environmental		
	Provide an example of how the business minimises its impact on the environment. *(E.g. water conservation, waste management/reduction/recycling, fuel and energy reduction, carbon reduction/offset, refuse initiatives, noise cancellation, wildlife destruction/interruption measures in place, participation in programs such as the Tourism Emissions Reduction Program.)*	**What were the outcomes?** Examples **Reduced water consumption by 38,500 litres per month** (-18% against last year). **Energy use for hot water heating decreased by 620 kWh per month** (-11% against last year). **Laundry cycles reduced by 32%**, saving **$4,200 annually**. **Waste-to-landfill reduced by 14% annually**, measured through quarterly waste audits.
Example 1.		
Social/Community		
	Provide an example of how the business contributes to or benefits the local community. *(E.g., supporting local businesses, product packaging, charitable donations, sponsorship, engagement with community groups, supporting local talent, school education and involvement, work*	**What were the outcomes?** Examples **25 local suppliers featured**, up from 14 the previous year (+78%). **Hosted 12 community events**, up from 5 the previous year.

	experience, support of community fundraising.)	**Supported 4 school groups**, providing **120 hours of educational programming**.
Example 1.		
Economic		
	Provide an example of how the business supports the local economy. *(E.g., local purchasing, creating job opportunities, promotion of local businesses, support of community funding initiatives, understanding of spend by the business customers to the region/community.)*	**What were the outcomes?** Examples **81% of total annual expenditure** was spent locally, up from 65% the prior year. **$86,000 spent on local goods/services**, representing a **34% annual increase**. **Created 6 new jobs** within the region through expanded operations. **Generated an estimated $1.2 million in regional economic activity**, based on visitor spend analysis. **Average per-visitor regional spend increased from $86 to $109** (+27%).
Example 1.		
Ethical		
	Provide an example of how the business acts ethically throughout its development. *(E.g., through animal welfare, restoration, procurement, inclusivity, modern slavery etc.)*	**What were the outcomes?** Examples **Visitor ethical perception rating increased from 4.3 to 4.8/5** (+12%).

		Complaints related to animal welfare dropped from 14 to 2 per year (-86%). **Independent welfare audits improved from 78% to 94% compliance**. **Online reviews referencing ethical treatment increased from 6% to 19%** of total reviews.
Example 1.		

Response Guidance

Please provide 1 to 4 examples. These may be new practices or improvements to existing initiatives. Only activities and outcomes from the qualifying period should be included.

This is an opportunity to offer deeper insight into how the business is achieving excellence in both business operations and tourism.

Try to include examples that have not already been identified in previous answers.

Businesses are encouraged to provide a response across all areas. However, it is essential to focus on the business's strengths to effectively showcase its unique capabilities and achievements. Businesses are welcome to provide more robust examples in two to three areas that effectively showcase their unique capabilities and achievements.

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 can include are:

- *Images of guest participation in cultural programs*
- *Visuals of signage, flyers, etc. demonstrating cultural contribution*
- *Images of participation in volunteering activities, community events or other local economic initiatives*
- *Images of water stations, upcycled materials, zero-waste kitchens and other environmentally friendly initiatives*

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.