

24. NEW TOURISM BUSINESS

CATEGORY QUESTIONS

2025 AUSTRALIAN TOURISM 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

Word Count: Minimum of 4000 words, maximum of 7500 words.

IMAGE COUNT

Maximum 30 images.

SCORE SUMMARY

Submission Score	80 points
Digital Review Score	20 points
Consumer Review	0 points
Site Visit	20 points
TOTAL	120 points

SUBMISSION SCORE BREAKDOWN

SECTION 1. OVERVIEW OF BUSINESS	5 POINTS
• Question 1.1	(5 points)
• Statement of Achievement	(0 points)
SECTION 2. BUSINESS DEVELOPMENT	30 POINTS
• Question 2.1	(10 points)
• Question 2.2	(10 points)
• Question 2.3	(10 points)
SECTION 3. EXCELLENCE IN MARKETING	15 POINTS
• Question 3.1.	(5 points)
• Question 3.2.	(10 points)
SECTION 4. EXCELLENCE IN CUSTOMER SERVICE	15 POINTS
• Question 4.1.	(10 points)
• Question 4.2.	(5 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.
 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 this new 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 target markets.
 B. Provide visual evidence to support your answer.
- Question 3.2 A. Provide 3-5 examples of marketing strategies the business implemented during the qualifying period, along with their outcomes.
 B. Provide visual evidence to support your answer.

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE

- Question 4.1 A. What initiatives has the business put in place during the qualifying period to deliver excellent customer service throughout the visitor journey
 B. Provide visual evidence to support your answer.
- Question 4.2 A. How has the business made improvements 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. What efforts have been made in the qualifying period towards responsible and sustainable business practices?
 B. Provide visual evidence to support your answer.

SECTION 6. FINAL REMARKS

Final Remarks

RESPONSE GUIDE

SECTION 1. OVERVIEW OF BUSINESS

5 POINTS

Question 1.1

5 points

Question 1.1.A Provide an overview of the business.

(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.

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.

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.

The judges may not be familiar with the business – your submission may be judged nationally and could have judges that are not from your state/territory. Therefore, explain everything from the ground up.

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

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 the business has completed/renewed in the qualifying period. ▪ Quality Tourism Accreditation ▪ Sustainable Tourism Accredited ▪ Marine Tourism Accredited ▪ Camp and Adventure Activity Accredited ▪ International Ready Accredited ▪ EcoStar Accredited ▪ Accessible Tourism Program ▪ Accessible Tourism Accredited ▪ Tourism Emissions Reduction Commitment Program (minimum of Level 3) ▪ Star Ratings ▪ Online Trade Distribution ▪ International Trade Distribution ▪ Risk Management Tool ▪ Business Continuity Tool	

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

SECTION 2. BUSINESS DEVELOPMENT	30 POINTS
Question 2.1	10 points
Question 2.1.A Describe the rationale behind the development of this new business.	

Text box.

Response Guidance

Take the judges on a journey of how the business product/service was developed.

Provide judges with an understanding of why you developed the business and how the development/creation of this business supports the growth and development of the local, regional, and state tourism industry.

Include what research was used to determine the feasibility for this development. You should consider all types of research undertaken, such as surveys, interviews, case studies, data collection/analysis, etc.

The judges are looking for a well-considered concept that can clearly demonstrate that appropriate planning and research was undertaken to meet the needs of the industry and visitors

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

This is where you can include images to support your answer in Q2.1.A Examples of the type of evidence you can include are:

- Nearby products or sites that contributed to the demand of the new tourism business*
- Images of collaboration meetings etc.*
- Infographic on tourism statistics and trends supporting the concept*

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

Question 2.2**10 points**

Question 2.2.A What strategies and plans were put in place to enable business success? What outcomes have been achieved to date? 10 points

Provide a short overview of the businesses approach to achieving business success.

EXAMPLE

Australian Tourism Awards 2025

Strategy 1:	

	Describe the Strategy: <i>Provide further detail on the strategy and how it was implemented.</i>
	Research and Rationale: <i>What were the reasons for implementing this strategy?</i>
	Specific Goals: <i>What specific goals did the business aim to achieve with this strategy?</i>
	Outcomes:

Response Guidance

Provide between 3–5 examples.

The judges are seeking to understand the planning process of the development of the product/experience/service. In the previous question you would have outlined the planning and rationale in the development of the business concept. This question seeks to understand the strategies developed to achieve success now that the product/experience/service is operational.

(?) Strategy

Some examples of strategies could be:

- *developed value-add packages,*
- *undertook sustainability initiatives,*
- *adopted technologies to sell,*
- *analyse and/or administer the product/experience.*

(?) Research and Rationale

Provide the judge with a clear understanding why the strategy was implemented for business success. This should include the research undertaken to help form the rationale for implementation.

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

(?) Specific Goals

Provide the judge with the specific goals that the business aimed to achieve with the strategy.

Some examples of specific goals could be:

- *Occupancy rate in first 6 months to reach 60%.*

(?) Outcomes

What were the measurable results of these strategies?

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

If the anticipated outcomes were not reached, acknowledge this, and provide the judge with insight as to why. How did the business respond?

If the outcomes are still pending, provide what data is available and what the forecasted results may be.

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

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Response Guidance

This is where you can include images to support your answer in Q2.2.A Examples of the type of evidence you can include are:

- *An image of a development*
- *A testimonial demonstrating the outcome*
- *An infographic e.g. graph, demonstrating the outcomes.*

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

Question 2.3**10 points**

Question 2.3.A Describe the main risks in establishing your new tourism business and the risk mitigation measures implemented to minimise these. 10 points

Provide a brief overview of the businesses approach to risk and business sustainability.

EXAMPLE

Risk Example 1. _____

Name the risk

Overview of Risk

What is the risk and its impact to the new business?

Outline the strategies to mitigate the risk/s.

What specific strategies were developed to limit the likelihood or consequence of the risk?

Rationale of mitigation strategies

What research was undertaken to understand the strategies effectiveness in mitigating the risk

What were the outcomes?

What were the measurable results of these strategies?

Response Guidance

Provide 2–5 examples.

Consider a range of risks impacting the sustainability of the business while focusing on the risk of starting up the new business.

Risks could include, for example, inexperience / first time running a business cash flow management, local community support, damage to property / facility / vehicles, guest safety.

(?) Overview of risk

Provide the judge with an overview of the risk, including the potential impact to the business.

(?) Strategies to mitigate risk

Provide the judge with an understanding of the strategies implemented within the qualifying period to mitigate the risks and challenges.

(?) Rationale

Explain why the strategies were chosen to mitigate the risk. What research was undertaken to understand its effectiveness in mitigating the risk?

(?) Outcomes

What were the measurable results of these strategies?

Provide measurable results that demonstrate to the judge how the strategy has mitigated the risk.

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 in Q2.1.A Examples of the type of evidence you can include are:

- *An image of the risk area*
- *A testimonial demonstrating the outcome*
- *An infographic e.g. graph, demonstrating the outcomes or funding sources.*
- *An infographic e.g. graph, demonstrating the outcomes*

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

SECTION 3. EXCELLENCE IN MARKETING**15 POINTS****Question 3.1.****5 points****Question 3.1.A** Provide an overview of the business's target markets.

Provide a brief introduction to the business's target markets and how the business identified its top 2 to 3 markets.

EXAMPLE**Name of Target Market:**

What stage is the target market in for the business? <i>Identify if this is Primary Market, Secondary Market, Growth Market or Emerging Market.</i>	(tick box)
Target market characteristics <i>Describe the target market i.e. who are they, where are they from, age, behaviours and motivations.</i>	
How does the business meet the expectations of this target market? <i>Demonstrate how you have tailored the business to the target market.</i>	
What research have you undertaken to confirm this target market is right for the business? <i>Describe the research or analysis undertaken to determine that this target market and their characteristics are suitable to the business.</i>	

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.

Identify the various characteristics such as demographics, psychographics, geographic location, and buying behaviour of the selected target market.

Demonstrate how the business tailors its products/service/visitor experience to effectively reach and engage the target market.

(?) 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:** e.g. like hiring bikes, exploring the area, or looking for fun activities.
- **Motivations – What drives them, why they do things:** e.g. like wanting to have family adventures, stay healthy, or trying 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 meet these needs.

(?) 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 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

This is where you can include images to support your answer in Q3.1.A Examples of the type of evidence you can include are:

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

Question 3.2.	10 points
Question 3.2.A Provide 3-5 examples of marketing strategies the business implemented during the qualifying period, along with their outcomes.	
<i>Provide a short overview of the business approach towards developing its marketing strategies.</i>	

EXAMPLE

Marketing Strategy 1: <i>What was the marketing strategy? E.g. was it a campaign, an exhibition, an event, a partnership, or other marketing initiative?</i>	
Objective:	<i>Provide quantifiable objectives for the strategy.</i>
Target Market:	<i>As per market/s identified in Q3.1</i>
Concept:	<i>Provide greater detail of the strategy.</i>
Rationale and Research:	<i>Describe the research and analysis undertaken to determine that this strategy will achieve the objectives and reach the intended target market.</i>
Activity/Tactics:	<i>Describe the activities or tactics used in the strategy.</i>
How does this strategy align with local, regional or state destination/marketing plans?	<i>Detail how the local, regional or state destination/marketing plans were considered in the development of the strategy.</i>
What were the outcomes	<i>E.g. an increase to website traffic by 21% which generated an increase in online bookings by 30%</i>

Response Guidance

Provide between 3–5 examples.

It is recommended that you include examples that differ to any of the improvements you have included in Q2.1.

(?) Objectives

Provide details on the business's marketing objective.

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

- *Brand awareness*
- *Increase sales*
- *Higher number of leads*
- *Attract customers*
- *Retain customers*
- *Increase online engagement*
- *Expand into new markets*
- *Optimise ROI*
- *Highlight new features/experiences*

Be sure to provide some quantifiable objectives e.g. increase leads from website by 10%.

(?) Target Market

Be sure to align this to one or more of the markets identified in Q3.1.

(?) Concept

This is where you can provide an overview of the strategy outlining its key highlights.

For example:

- *A digital campaign to highlight the unique selling proposition of the business*
- *A PR campaign to highlight how the business fulfils specific visitor needs*
- *Improved website content to create an emotional connection with visitors*
- *Targeted email campaign conveying key business ethics/commitments e.g. sustainability or accessibility*
- *Social campaign demonstrating how the business aligns with target markets values, preferences etc.*

(?) Rationale

Why did the business execute this strategy?

And what research was used to support the development of this strategy, e.g. visitor feedback, ticket sales, digital analytics etc.

(?) Activity/Tactics

Describe the activities or tactics used in the strategy

Different channels can include, but are not limited to:

- *Digital Advertising*
- *Emails*
- *Events*
- *Influencer marketing*
- *Search Engine Optimisation*
- *Social Media*
- *Traditional Marketing*
- *Trade activities*

(?) Align with local, regional or state destination/marketing plans

Demonstrate how the activity aligns with local, regional or state destination/marketing plans.

(?) Outcomes

Provide measurable results that demonstrate to the judge the outcome of the strategies.

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

Be sure these results relate back to your specific objectives.

3.2.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Response Guidance

Provide visual evidence demonstrating the marketing activity.

Videos can be included, however do not produce a video for the specific purpose to respond 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*

SECTION 4. EXCELLENCE IN CUSTOMER SERVICE	15 POINTS
Question 4.1.	10 points
Question 4.1.A What initiatives has the business put in place during the qualifying period to deliver excellent customer service throughout the visitor journey?	
<i>Provide a brief overview of the business's customer service philosophy.</i>	

EXAMPLE

Customer Service Initiative 1.		
	Describe the initiative that enhances the business customer service:	
	At what stage of the visitor journey does this impact? <i>(Pre, During, Post, All)</i>	(checkbox with multiple choice option)
	What influenced the development of this initiative?	
	What investment has been made in this aspect of the visitor experience?	
	What outcomes have come from this initiative?	

	Supporting evidence: <i>Upload up to 3 images to support the response.</i>	File Name
		Description of Evidence (up to 10 words)
		Evidence Attachment

Response Guidance

Provide the top 3 - 5 examples.

Focus on the initiatives that have specifically related to customer service and provide examples that have not been included in question 2.1.

Ensure that you include activity that is new in the qualifying period.

This could include, but is not limited to:

- *Staff training and development*
- *Customer feedback and post-stay surveys*
- *Improved booking processes*
- *Improved service delivery Front of House*
- *Additional services e.g. bed turn down services*

(?) Describe the initiative

Consider the various touchpoints of visitor engagement and how these have been enhanced, specifically for the customer experience.

(?) Stage of the visitor journey

Specify at what point the initiative takes place within the visitor journey – pre, during, post or at all points.

(?) Influence of Initiative

Consider why the business focused on improving this specific customer experience.

This could be, but is not limited to examples such as:

- *Customer feedback*
- *Staff input*
- *Competitive landscape*
- *Data/survey insights*
- *Shift in customer demands or expectations*

(?) Investment

Consider all resources put towards the initiative. This could be financial, time investment in staff, technologies, supply chain etc.

(?) Outcomes

Provide examples of what outcomes were achieved as a result of the initiative. For example, increased online ratings by XX%, return visitation etc.

You could include testimonials here to demonstrate an improved visitor experience.

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

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.**5 points**

Question 4.2.A How has the business developed the product/experience to be more inclusive throughout the qualifying period?

(text box response)

- ☐ Has undertaken or updated an Accessibility Assessment e.g. through the Accessible Tourism Program on the QTF in the qualifying period.
- ☐ Has included an Accessible Guide on the business website.
 - Please insert website page the guide is available on.

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*
- *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.

4.2.B Provide visual evidence to support your answer.

File Name	Description of Evidence (up to 10 words)	Evidence Attachment
		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Response Guidance

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 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 website page the guide is available on

Question 5.1.**10 points**

Question 5.1.A What efforts have been towards responsible and sustainable business practices across the planning, development and operational stages?

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

EXAMPLE

	Select the type of activity	(drop down list)
Cultural		
	Provide an example of how the business supports the engagement and representation of culture. (E.g. Aboriginal and Torres Strait Islander people, heritage, religion.)	What were the outcomes? (E.g. Contracted local Aboriginal owned business to design our company logo and all brand assets.)
EXAMPLE		
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? (e.g. the amounts saved/reduced. With no prior measures to help guide you, outline how you set your environmental targets.)
EXAMPLE		
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 experience, support of community fundraising.	What were the outcomes? (E.g. \$100 donation made to local school for purchase of hospitality training equipment. Hosted 3 students for work experience.)

EXAMPLE		
Economic		
	Provide an example of how the business supports the local economy. <i>(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.)</i>	What were the outcomes? <i>(E.g. 75% of all our expenses were spent in a particular region)</i>
EXAMPLE		
Ethical		
	Provide an example of how the business acts ethically throughout its development. <i>(E.g., through animal welfare, restoration, procurement, inclusivity, human slavery etc.)</i>	What were the outcomes? <i>(E.g. Partnered with a local artist collective, generating \$10,000 in sales and fostering cultural engagement for over 200 visitors.)</i>
	<i>(E.g., through animal welfare, restoration, procurement, inclusivity, human slavery etc.)</i>	
EXAMPLE		

Response Guidance

Please provide 2 to 5 examples.

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 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
		<i>Attachment</i>
		<i>Attachment</i>
		<i>Attachment</i>

Response Guidance

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.