



26. EXCELLENCE IN ACCESSIBLE TOURISM

CATEGORY QUESTIONS

2025 AWARDS

DESCRIPTOR

This award recognises businesses that provide a tourism product, experience or service that goes above and beyond to accommodate and cater for people with disabilities and/or specific needs e.g. mobility, vision, and/or hearing impairment, neurodiversity, or other access needs.

WORD COUNT

Word Count: Maximum of 3000 words.

IMAGE COUNT

Maximum 10 images.

PREREQUISITE

Met the standard for at least one (1) of the five (5) 'badges' in the Accessible Tourism program within the Quality Tourism Framework (QTF) by the date of when entry is submitted. (Entrants may nominate for this category before completing QTF Accessible Tourism program, as long as it is completed before submission.)

PROCESS

FOR BUSINESSES WHO ARE ENTERING INTO ANOTHER NATIONAL CATEGORY

For those that are entering into an existing national category there will be an option within the submission for entrants to elect to enter the Accessible Tourism Award.

The Excellence in Accessible Tourism submission for this award will draw out the response from specific questions relating to the Overview and Customer Service sections of their other submission. Businesses will be able to edit the submission response for the questions drawn from their other submission before submitting their Excellence in Accessible Tourism submission.

To clarify, the following table lists the questions in the categories 1-25 and where they appear in the Excellence in Accessible Tourism category.

| Accessible Tourism Questions | All categories other than those listed elsewhere in this table | 5. Ecotourism, 6. Cultural Tourism 7. Aboriginal & Torres Strait Islander Tourism Experience | 14. Tourism Marketing and Campaigns |
|-------------------------------------|---|---|--|
| | | | |

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|--------------|-----------------------|-----------------------|-------|
| 1.1.A | 1.1.A | 1.1.A | 1.1.A |
| 1.1.B | 1.1.B | 1.1.B | 1.1.B |
| 2.1.A | 4.2.A (overview only) | 5.2.A (overview only) | - |
| 2.1.B | - | - | - |
| 2.2.A | 4.1.A | 5.1.A | - |
| 2.2.B | 4.1.B | 5.1.B | - |

FOR BUSINESSES WHO ARE ONLY ENTERING INTO EXCELLENCE IN ACCESSIBLE TOURISM

For those that are only entering into the Accessible Tourism category, entrants will need to complete all questions.

SCORE SUMMARY

| | |
|----------------------|------------------|
| Submission Score | 40 points |
| Digital Review Score | 10 points |
| Consumer Review | 5 points |
| Site Visit | 0 points |
| TOTAL | 55 points |

SUBMISSION SCORE BREAKDOWN

| | |
|---|------------------|
| SECTION 1. OVERVIEW OF BUSINESS | 10 POINTS |
| • Question 1.1 | (10 points) |
| SECTION 2. THE ACCESSIBLE TOURISM OFFERING | 30 POINTS |
| • Question 2.1 | (15 points) |
| • Question 2.2 | (15 points) |
| SECTION 6. FINAL REMARKS | |
| • Final Remarks | |

SUMMARY OF QUESTIONS

SECTION 1. OVERVIEW OF BUSINESS

| | |
|--------------|--|
| Question 1.1 | A. Provide an overview of the business and its inclusive products/services/experience. |
|--------------|--|

B. Provide visual evidence to support your answer.

SECTION 2. THE ACCESSIBLE TOURISM OFFERING

Question 2.1 A. What improvements have been made to develop business operations and/or the product offering to be more accessible during the qualifying period?

B. Provide visual evidence to support your answer.

Question 2.2 A. Provide 3–5 examples of initiatives the business put in place during the qualifying period to deliver excellent accessible and inclusive customer service throughout the visitor journey?

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 its inclusive products/services/experience. | |

(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 for those with specific needs.

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 and that you satisfy the prerequisite. 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. 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.*
- *An accessibility map/s showing the accessible features including accessible pathways, toilets, parking, viewing platforms/areas etc.*
-

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

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

| SECTION 2. THE ACCESSIBLE TOURISM OFFERING | 20 POINTS |
|--|-----------|
| Question 2.1 BUSINESS OPERATIONS AND PRODUCT | 10 points |
| Question 2.1.A What improvements have been made to develop business operations and/or the product offering to be more accessible during the qualifying period? | |

Provide a short overview of the business approach towards accessibility.

EXAMPLE

Improvement 1:

What specific improvements has the business implemented in its operations and/or the product offering during the qualifying period to be more accessible? Keep this response to one sentence, providing a basic introduction only.

| | |
|--|--|
| | Describe the improvement and how it improves accessibility <i>Provide the judge with an overview of what improvements have been made and how they have improved accessibility.</i> |
| | Target Market <i>Identify who the improvement was developed for.</i> |
| | Research and Rationale <i>Provide an overview of how and why the improvement was made.</i> |
| | Specific Goals: <i>Provide the judge with the specific goals that the business aimed to achieve with the improvement.</i> |
| | Outcomes: <i>What were the measurable results of these improvement?</i> |

Response Guidance

Provide between 3–5 examples.

(?) Describe the improvement

Provide the judge with an overview of what inclusive practices have been integrated.

Some examples include:

- *Business Operations*
 - *Marketing*
 - *The development of a Disability Inclusion Action Plan (DIAP)*
 - *Updating equipment and technology for internal use*
- *Product Offering*
 - *Technological*
 - *Facility development or upgrade*
 - *Design of space*
 - *Transport*
 - *Circulation/wayfinding*

(?) Target Market

Identify who the improvements were developed for.

This could be but is not limited to external (e.g. visitors) or internal (e.g. staff) that are/have:

- *Mobility impaired*
- *Vision impaired*

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- *Hearing impaired*
- *Sensitivities (e.g. to noise, bright or flashing lights, crowds)*
- *Young children*
- *Cognitive impairment*
- *Cultural visitors*
- *LGBTQIA+*
- *Dietary requirements / preferences*
- *International Visitors*

(?) Research and Rationale

Provide an overview of how and why these improvements were developed.

What research was undertaken to understand how the improvements would achieve the desired outcomes?

How were people with accessibility needs involved/consulted.

Outline why the business implemented the initiative

(?) Specific Goals

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

Some goals can include, but are not limited to:

- *Increase in interaction with website specific to accessibility page/s*
- *Increased visitation by individuals or groups with access needs.*
- *Reduction in incidents/complaints*
- *Increased occupancy by customers with access needs*
- *Improved customer feedback*

(?) Outcomes

What were the measurable results of these changes?

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

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

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Has/will the product or service be adjusted given the outcome?

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 |

Provide evidence to support your response. 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.*

Question 2.2 CUSTOMER SERVICE

10 points

Question 2.2.A Provide 3-5 examples of initiatives the business put in place during the qualifying period to deliver excellent accessible and inclusive customer service throughout 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? <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 occurred in the qualifying period, identifying new or longstanding activities.

This could include, but is not limited to:

- *Accessibility information on website*
- *Staff/volunteer training and development*
- *Employment of people with specific needs*
- *Customer feedback and post-stay surveys*
- *Improved booking processes*
- *Improved service delivery Front of House*
- *Additional/customised services available for customers with specific needs e.g. audio descriptions, quiet spaces/hours, tactile tours/exhibits, point of contact for accessibility 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.

2.2.B Provide visual evidence to support your answer.

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

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| | | |
|--|--|------------|
| | | Attachment |
| | | Attachment |

Response Guidance

This is where you can include images to support your answer in Q2.2.B.

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)*

SECTION 3. 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.