



## **National Categories for 2016**

### **1. Major Tourist Attractions**

This category recognises natural or built tourist attractions that attract amongst the highest visitor numbers during the qualifying period.

### **2. Tourist Attractions**

This category recognises natural or built tourist attractions that attract significant visitor numbers during the qualifying period.

### **3. Major Festivals & Events**

This category recognises festivals, events and exhibitions that attract over 50,000 visitors, enhance the profile and appeal of the destination in which they are held and create substantial economic impact for the destination.

### **4. Festivals & Events**

This category recognises festivals, events and exhibitions that attract fewer than 50,000 visitors, enhance the profile and appeal of the destination in which they are held and create a significant economic impact for the destination.

### **5. Ecotourism**

This category recognises ecologically sustainable tourism with a primary focus on experiencing natural areas that foster environmental and cultural understanding, appreciation and conservation.

### **6. Cultural Tourism**

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

### **7. QANTAAS Award for Aboriginal & Torres Strait Islander Tourism**

This category recognises tourism operations that demonstrate authenticity and integrity in fostering a greater understanding of Aboriginal and Torres Strait Islander culture, history and traditions.

### **8. Specialised Tourism Services**

This category recognises the outstanding delivery of specialised tourism services that enhance the visitor experience and integrate with other tourism products.



## **9. Visitor Information Services**

This category recognises the consistent delivery of high quality and face to face information services to the visitor. It is open to Visitor Information Centres/Tourist Offices, Local Tourist Associations and Regional Tourism Organisations.

## **10. Business Event Venues**

This category recognises venues who provide high quality facilities specifically designed for business events e.g. meetings, incentives, conferences and exhibitions.

## **11. Major Tour & Transport Operators**

This category recognises a major contribution to tourism through the combined provision of touring and transport services. It is open to businesses with 15 or more annual fulltime equivalent employees.

## **12. Tour & Transport Operators**

This category recognises a significant contribution to tourism through the combined provision of touring and transport services. It is open to businesses with fewer than 15 annual fulltime equivalent employees.

## **13. Adventure Tourism**

This category recognises outdoor adventure tourism experiences that involve visitor participation and a personal challenge.

## **14. Destination Marketing**

This category recognises creativity and innovation in fully integrated destination marketing activities. This category is open to Regional Tourism Organisations, Local Tourist Associations, Visitor Information Centres, local government and marketing alliances.

## **15. Tourism Restaurants & Catering Services**

This category is open to all restaurants and catering services offering a tourism experience and/or servicing the tourism industry. It is not a food award but does recognise a significant contribution to tourism through the provision of food and beverage. Entry is open – but not limited to – hotel or stand-alone restaurants, event caterers, pubs and cafés.



## **16. Tourism Wineries, Distilleries & Breweries**

This category recognises wineries, distilleries and boutique breweries that offer a cellar door experience and create a significant contribution to tourism.

## **17. Caravan & Holiday Parks**

This category recognises excellence in caravan or holiday parks that offer cabin and tenting accommodation and enhance the tourism experience in the destination.

## **18. Hosted Accommodation**

This category is open to properties developed around unconventional accommodation infrastructure. The focus of this award is on the uniqueness of the tourism experience. Entry is open – but not limited to – tented holidays, houseboats, tree houses, underground accommodation and yacht charters.

## **19. Unique Accommodation**

This category recognises accommodation providers that offer quality self-contained accommodation including cabins, lodges and houses, excluding serviced apartments and resorts.

## **20. Self Contained Accommodation**

This category is open to owner/operator accommodation providers offering a high degree of personal contact with guests. Entry is open – but not limited to – bed & breakfast, farm stay, cottage or other intimate, boutique, colonial or heritage accommodation.

## **21. Standard Accommodation**

This category is open to properties that deliver a broad range of amenities that exceed above-average accommodation needs. Good quality service, design and physical attributes are typically fit for purpose to match guest expectations.

## **22. Deluxe Accommodation**

This category is open to properties who achieve a deluxe guest experience which includes a wide range of facilities and superior design qualities, typically complemented by service standards that reflect the varied and discerning needs of the guest.



### **23. Luxury Accommodation**

This category is open to properties that typify luxury across all areas of operation. Guests should enjoy an extensive range of facilities and comprehensive or highly personalised service relevant to the accommodation type. Properties at this level will display excellent design quality and attention to detail.

### **24. New Tourism Business**

This category recognises new tourism businesses that have commenced operations during the qualifying period. This award recognises excellence in the planning and development of new tourism infrastructure and/or services. [Tourism businesses that have commenced a new product or opened new infrastructure need to enter another category most applicable to the business.]

### **25. Excellence in Food Tourism**

This category is open to food producers, providers, tour operators, cooking schools, food attractions, farm gate experiences, farmers markets, trails and other food tourism experiences featuring produce as the core component.

### **26. Australian Tourism Legend**

This award recognises the extraordinary personal and professional achievement and contribution by an individual over many years to the Australian tourism industry. The impact of their achievement extends beyond any one state or territory and is widely recognised nationally.