



# WHITSUNDAYS TOURISM AWARDS

## 2026 Scoring Criteria

To be eligible, a business must:

Be a financial member of  
Tourism Whitsundays.

+

Have an **ATWD listing** and  
achieve **Best of Queensland**

+

Confirm their nomination.  
**No submission is required.**

Awards will be given to businesses that achieve the highest scores within each category.

**Scores will be calculated using:**

### BEST OF QUEENSLAND (BOQ) SCORE

Meet the criteria below to get BOQ Points:

- Get 25+ positive reviews: **60 Points**
- Secure online booking portal: **10 Points**
- Google Business profile: **10 Points**
- Social Media presence: **5 Points**
- RTO membership: **5 Points**
- Accreditation: **5 Points**
- Sustainability Certification: **5 Points**

NEW

**100 POINTS**

### GLOBAL REVIEW INDEX SCORE

The Global Review Index is a reputation score calculated by aggregating and weighting **guest reviews** from **hundreds of online sources** based on volume, quality, and recency to produce a single 0–100 rating.

**100 POINTS**

NEW

### WHITSUNDAY STARS CONTRIBUTIONS

Submit an update in **at least one category** of the **Whitsunday STARS** form.

One contribution: **5 Points**

Two contributions: **10 Points**

**10 POINTS**

NEW

### THE WHITSUNDAYS WELCOMES YOU

At least **one person** from the organisation must complete the free online **Whitsundays Welcomes You** program.

**10 POINTS**

This will give your business a score out of  
**220 Points.**