

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**
- NEW** • Google Business profile: **10 Points**
- Social Media presence: **5 Points**
- RTO membership: **5 Points**
- Accreditation: **5 Points**
- NEW** • Sustainability Certification: **5 Points**

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.