THE Whitsundays

2027 TOURISM AWARDS GUIDE.

This is your guide to success in The Whitsundays Tourism Awards 2027.

Follow the guide and remember key dates for the best chance of winning the 2027 Awards.

TO ENTER:

No written submission is required. To enter the Awards, you must:

- Be a FY 27 - 28 Member of TW **(on 1 Aug 2027)**
- Achieve Best of Queensland
- Confirm your entry

IMPORTANT DATES:

Mark your calendars. These are the important dates to remember.

DEC 31, 2026

Best of Queensland and Global Review Index assessment closes.

JUN 30, 2027

Deadline for Workshop attendance and Whitsunday STARS completion.

AUG 1, 2027

FY 27 - 28 membership payment deadline for Awards eligibility.

AUGUST 2027

Finalists will be announced. Confirm your entry.

2027 SCORING OVERVIEW:

Please find more information on Awards criteria and Awards Guide pages.

100 POINTS – BEST OF QUEENSLAND SCORE

Cut-off: 31 December 2026

100 POINTS – GLOBAL REVIEW INDEX SCORE

Cut-off: 31 December 2026

10 POINTS – TWO WHITSUNDAYS STARS UPDATES

Cut-off: 30 June 2027

10 POINTS – TW WORKSHOP ATTENDANCE

Cut-off: 30 June 2027

BEFORE 31 DECEMBER 2026

1. BEST OF QUEENSLAND

UP TO 100 AWARDS POINTS

To be a finalist for The Whitsundays Tourism Awards, you must achieve Best of Queensland. Your Best of Queensland score then accounts for up to 100 points of your Awards score.

☐ Update your Australian Tourism Data Warehouse (ATDW) listing

Ensure your ATDW listing/s are live and up to date by 31 December. TEQ assesses all eligible live ATDW listings as of this date, so if your listing has expired or is inactive at this time, you won't be assessed in the BOQ program. Information in your ATDW listing as of 31 December is used for the assessment of your business.

Ensure the below is added to your ATDW listing before 31 December 2026:

- ◯ **Your online booking platform link (10 BOQ points)**
  Ensure your online booking platform URL is entered correctly in the 'online booking' field in your ATDW listing. Businesses that do not accept advance bookings through any source can apply for an exemption to this criteria. Email experiences@queensland.com to apply.
- ◯ **Your Google Business profile link (10 BOQ points)**
  Ensure you have claimed or created your Google Business Profile and entered the URL of your Google Business Profile into the relevant field in your ATDW listing.
- ◯ **Your social media accounts (5 BOQ points)**
  Ensure your Facebook and/or Instagram links are up to date in your ATDW profile. You won't be measured on your social media activity, just the presence of your profile.
- ◯ **Your RTO membership (5 BOQ points)**
  Ensure your Regional Tourism Organisation (RTO) membership is listed on your ATDW account on 31 December, 2026.
- ◯ **Your accreditations (5 BOQ points)**
  Ensure any recognised accreditations are valid and on your ATDW profile by 31 December. To see eligible accreditation programs, visit teq.queensland.com/boqe or contact accreditation@qtic.com.au with any questions.
- ◯ **Your sustainability certification (5 BOQ points)**
  A globally recognised sustainability certification must be valid and on your ATDW profile by 31 December. To see eligible certification programs, visit teq.queensland.com/boqe.

☐ Achieve a Global Review Index (GRI) Score of 80+ (60 BOQ points)

Your GRI is calculated for the period from 1 January to 31 December.
Your Global Review Index (GRI) combines your online reviews from platforms such as Google, TripAdvisor, etc.) to deliver a score out of 100. This counts towards your BOQ and TW Awards score. To get a GRI score, you must have 25+ online reviews across the year.

To achieve BOQ your GRI score must be 80+ (roughly an average of 4/5 stars). If your GRI is 80+, you will be awarded 60 BOQ points. To check your current score or ask questions, email experiences@queensland.com.

BEFORE 31 DECEMBER 2026

2. GLOBAL REVIEW INDEX SCORE

100 POINTS MAX

Your Global Review Index (GRI) score is a key requirement of the Best of Queensland program and the Whitsundays Tourism Awards. Your GRI score contributes up to 100 points towards your Whitsundays Tourism Awards score.

BEFORE 30 JUNE 2027

3. WHITSUNDAYS STARS ENTRIES BEST OF QUEENSLAND

5 POINTS FOR 1 | 10 POINTS FOR 2+

Keep us in the loop with what's happening in your business by submitting updates through the Whitsundays STARS form. Submit at least two updates by 30 June 2027 to earn the maximum 10 points towards your Whitsundays Tourism Awards score.

- [ ] **Submit your first Whitsundays STARS update**
- [ ] **Submit your second Whitsundays STARS update**

4. TOURISM WHITSUNDAYS WORKSHOP

10 POINTS

- [ ] **Attend a Tourism Whitsundays workshop or round table**

Someone from your business must register for and attend a Tourism Whitsundays workshop to receive an additional 10 points towards your Tourism Awards score. Networking events, such as networking evenings and beach cleans, do not count towards this.

BEFORE 1 AUGUST 2027

5. TOURISM WHITSUNDAYS MEMBERSHIP

ELIGIBILITY CRITERIA

You must be a paid member of Tourism Whitsundays on 1 August 2027 to be eligible for the 2027 Tourism Awards. To request an extension, email reception@tourismwhitsundays.com.au before 1 August 2027.

FOR QUESTIONS ABOUT:

ATDW, contact: atdw@queensland.com
Best of Queensland, contact: experiences@queensland.com.
Global Review Index, contact: experiences@queensland.com.
Tourism Whitsundays Membership, contact: reception@tourismwhitsundays.com.au
STARS or TW Workshops, contact: reception@tourismwhitsundays.com.au