THE Whitsundays

2027 TOURISM AWARDS CRITERIA

Please find information on The Whitsundays Tourism Awards 2027 eligibility and assessment criteria and key dates to be aware of.

Visit **tourismwhitsundays.com.au/member-centre** for useful links and more information.

TO BE ELIGIBLE:

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:

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.

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If you meet the above eligibility requirements, your Awards score will be calculated out of a maximum total of 220 points using the below four scores.

2027 SCORING:

#1 – BEST OF QUEENSLAND SCORE

UP TO 100 POINTS.

A score calculated and awarded by Queensland. Points are awarded for having:

- Positive reviews (60 points)
- An online booking platform (10 points)*
- A Google Business Profile (10 points)*
- A social media presence (10 points)*
- A Tourism Whitsundays membership (5 points)*
- An accreditation (5 points)*
- A sustainability certification (5 points)*

***Must be added to your ATDW profile.**

CUT-OFF: 31 DECEMBER 2026

#2 – GLOBAL REVIEW INDEX SCORE

UP TO 100 POINTS.

An aggregated score out of 100 based on guest reviews from multiple platforms (i.e. Google, Tripadvisor, Booking.com, Expedia, etc.)

CUT-OFF: 31 DECEMBER 2026

#3 – WHITSUNDAYS STARS UPDATES

1 ENTRY = 5 POINTS
2+ ENTRIES = 10 POINTS MAX.

Submit updates to Tourism Whitsundays via our STARS form on at least one of the STARS fields. Each form completed counts as one entry.

CUT-OFF: 30 JUNE 2027

#4 – TW WORKSHOP ATTENDANCE

10 POINTS MAX.

Points awarded when someone from your business attends a Tourism Whitsundays workshop or roundtable. Networking evenings or beach cleans do not count towards this.

CUT-OFF: 30 JUNE 2027