

Ethical Responsible Sustainable Tourism

Entry Planning Guide



Plan your answers before completing the online form

Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Current Positive Impact

Max 3200 Characters

Share up to five examples of what you are doing right now to make a positive impact.

Think about: What actions are you taking right now to make a positive impact?

- Environmental, social or ethical initiatives
- Community, accessibility or inclusion work
- Responsible tourism practices or partnerships

2



Recent Improvements

Max 3200 Characters

How your Tell us up to five ways you have developed or improved your approach recently.

- New or improved policies, processes or training
- Supplier, operational or customer-facing changes
- Improvements based on feedback, learning or data

3



Outcome & Results

Max 3200 Characters

Share three clear outcomes or results from the past two years. Include numbers or data if you can.

Think about: What evidence shows your approach is working?

- Measurable results or improvements
- Customer, staff, community or environmental impact
- Testimonials, case studies or external recognition

4



Future Commitments & Goals

Max 3200 Characters

Tell us three things you are planning to do next to build on your progress, and why they matter.

Think about: ?How will your next steps strengthen your positive impact?

- Planned initiatives, targets or investments
- Future partnerships or improvements
- Expected impact or long-term goals

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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