



2026 7NEWS Top Tourism Town Awards

The 7NEWS Top Tourism Town Awards recognises and rewards towns in Western Australia which demonstrate a strong commitment to encouraging tourism and increasing visitation to the destination.

This program is part of the Australian Top Tourism Town Awards, showcasing the value of tourism to towns and communities across Australia, and celebrating the diversity of outstanding regional destinations.

Categories

- 7NEWS Top Tourism Town Award – population over 5,000 people
- 7NEWS Small Tourism Town Award – population between 1,500 and 5,000 people
- 7NEWS Tiny Tourism Town Award – population below 1,500 people.

Rules of Entry

- Nominations are open to any city or town, specifically relating to geographical towns and population centres, not Local Government Areas.
- The nomination can be made by a Golden i (accredited) Visitor Information Centre, Local Government or Tourism Association (accredited through Tourism Association Accreditation with TCWA).
- A Visitor Centre may nominate multiple towns within its catchment should a nearby town not have a traditional Visitor Centre.
- Census data from the Australian Bureau of Statistics should be used to determine population size and therefore the most suitable category for entry. Capital cities are not eligible to enter, however cities can enter these categories.
- Nominations and submissions are made via the [Quality Tourism Framework](#).
- The entry fee for Tourism Council WA members is \$250+GST per entry/town, and the non-member entry fee is \$750+GST.
- If two nominations are received, the Awards Program Manager has the right to accept which one will proceed. Nominations by accredited Visitor Centres would be favoured over those from Local Councils in this instance.
- The Hall of Fame is awarded to a town that has won the same category over three consecutive years.
- Winners in each category will proceed as finalists in the Australian Top Tourism Town Awards.
- If a town is inducted into the National Hall of Fame in any of the three categories of the Australian Top Tourism Town Awards, they are precluded from entering at a State level for a period of two years.

Important Dates

Nominations Open	Thursday 13 November 2025
Nominations Close	Thursday 19 February 2026
Submissions Due	Tuesday 10 March 2026
Consumer Voting Period	Thursday 2 April 2026 – Friday 1 May 2026
Winners Announced	Tuesday 26 May 2026 (WA Tourism Conference)



Prizes

7NEWS Top Tourism Town Award winner will receive:

- \$20,000 advertising prize package provided by 7NEWS
- 7NEWS on-air acknowledgement
- Electronic logo
- Framed certificate
- Townscape audio feature or a \$3,000 credit towards a self-driving, walking, or transport tour with Storytowns

7NEWS Small Tourism Town Award Winner will receive:

- \$10,000 advertising prize package provided by 7NEWS
- 7NEWS on-air acknowledgement
- Electronic logo
- Framed certificate
- Townscape audio feature or a \$3,000 credit towards a self-driving, walking, or transport tour with Storytowns

7NEWS Tiny Tourism Town Award Winner will receive:

- \$5,000 advertising prize package provided by 7NEWS
- 7NEWS on-air acknowledgement
- Electronic logo
- Framed certificate
- Townscape audio feature or a \$3,000 credit towards a self-driving, walking, or transport tour with Storytowns

The Silver and Bronze winners in each category will receive a framed certificate.

How to Enter

Entrants are required to complete an [online nomination](#) by close of business, **Thursday 19 February 2026**.

Entrants are then required to submit the following items by close of business, **Tuesday 10 March 2026**.

Media & Promotional

- The name/details of the person who will accept the awards at the Awards Presentation should you win the category.
- The name/details of the person who will be corresponding with the Media should you win the category.
- A separate 100-word description about your town.
- Two hero images that best depict your entry plus three additional images.

Entry Details & Website

- Town details including verifying population to ensure eligible for selected category.
- A website which fits the following criteria:



- Is a travel/tourism focused website which includes the town nominated.
- Has a copy of the itinerary provided in the entry.
- Displays the video provided in the entry.
- Has an online booking functionality to book tourism activities within the town OR where online bookings are not available, links to individual business websites.

Overview (5 points, 400 words)

- Please provide an overview of the town's commitment to growing tourism. Consider the importance of tourism to the town, the local tourism strategy, and future plans.

Marketing (5 points, 400 words)

- What is the target market for your submission and why have you chosen this target market?

Editorial Article (16 points, 800 words, plus 4 points for images)

- Write an engaging editorial article focussing on tourism within your town, including:
 - Give reasons why people should visit your town.
 - What experiences and/or attractions are a drawcard for your town?
 - What makes your town/city the best to spend tourism dollars in?
- The article must be no more than 800 words and entrants must also submit a PDF of the article into the portal alongside entering their text.
- The article should be written in the style of a feature article for print or online media.
- The article must be accompanied by six images worth 4 points.
 - Images to be high resolution JPEG or PNG files (less than 250kb).
- All images must be free of copyright and will be used during the awards presentation and the awards website alongside any promotion of the nominees/winners.

Video (20 points)

- A 30 second to 2-minute promotional video which highlights the key attractions and experiences in the nominated town or city.
- A YouTube link to the video must be provided where the video is set to public viewing.
- A link to the video must be submitted where the video can be downloaded and available for at least six months (e.g. WeTransfer, Dropbox, MailBigFile). The video must be available in MP4 format and must be wide-screen (16:9 scale) and high-definition (i.e. not a reel or short).
- The video must be suitable for public viewing and cannot infringe on the intellectual property, privacy, publicity, ownership or any other legal or moral rights of any third party.

Visitor Itinerary (20 points, 3000 words)

- An itinerary for a defined target market e.g., two adults and two children for the number of days/nights as per your category requirements:
 - Top Tourism Town
 - 4 days/3 nights
 - Small Tourism Town
 - 3 days/2 nights
 - Tiny Tourism Town
 - 2 days/1 night



- Entrants must submit a text version of the itinerary in the text box. A PDF version must also be provided.
- Itinerary must include both accommodation and activities, along with any significant sites.
- Entries can use product/s from within their shire/region, however visitors must be able to reasonably access during their stay.

Accommodation and Attractions (20 points)

- A list of accommodation and attractions/activities that can generate a GRI (Global Review Index) score via ReviewPro must be provided by each entrant as per the below. ReviewPro aggregates and analyses guest reviews from multiple online platforms to help tourism businesses monitor their reputation and improve guest satisfaction.
 - Top Towns – 5 of each (5 x accommodation, 5 x attraction)
 - Small Towns – 3 of each (3 x accommodation, 3 x attraction)
 - Tiny Towns – 2 of each (2 x accommodation, 2 x attraction)
- Clear descriptions of what counts as accommodation and attractions/activities can be found in [Frequently Asked Questions – Customer Review Component](#).
- The entrant must have approval from each accommodation/attraction for the state/territory program to create a ReviewPro account and access the GRI. ReviewPro accounts are provided complimentary to Tourism Council WA members. **Please ensure you have contacted the businesses you intend to include before adding them to your submission**, and let them know that Tourism Council WA may be in touch with them to discuss membership and/or ReviewPro.
- Tiny Tourism Town nominees can use attractions within their shire/region, where a visitor is reasonably able to access the attraction during their stay. Entrants in other categories should use accommodation and attractions within their town.

Scoring

There are three components to the judging process which will determine your overall score:

- Consumer vote (10%)
- Customer review (ReviewPro GRI) (20%)
- Submission review (70%)

The submission score will be combined with the consumer vote and review elements to determine your overall score.

Below are more details on each component.

Consumer Vote (10%)

All entrants that receive a score of 70% or higher in the Submission Review will be deemed a finalist and proceed to the consumer voting component of the award process, which will be hosted on www.westernaustralia.com.

To incentivise voting, prizes will be offered to voters.



Customer Review (ReviewPro GRI) (20%)

In order to gain a perspective from visitors that have experienced the town, a GRI from ReviewPro will form part of the entrant's score.

ReviewPro aggregates and analyses guest reviews from multiple online platforms to help tourism businesses monitor their reputation and improve guest satisfaction. A GRI is an online reputation score based on review data collected from over 175 online travel agencies. Entrants will include a number of accommodation and attractions within their town (dependent on which category they are entering) and the GRI from each will be combined then averaged to determine the entrant's GRI score.

The GRI will be generated for the period of 1 March 2025 to 28 February 2026. The businesses provided by the entrant must have received 25 eligible reviews during that period to generate a GRI and contribute to the overall score.

Submission Review (70%)

A panel of three experienced judges will review the submission (including article, video and itinerary) and score individually. These scores are combined and averaged to determine your submission review score. The following information provides a guide for entrants on what the judges will be looking for within their review, and how each section is weighted.

Introduction

- Overview (5 points, 400 words)
 - The town was able to demonstrate that they have a commitment to growing tourism. (5 points)
- Marketing (5 points, 400 words)
 - Target market is clearly identified, and rationale of target market is clear and sound. (5 points)

Editorial

- Editorial (16 points)
 - Thought, style and theme of the writing is of high quality and in the style of a feature article. (4 points)
 - Writing has been directed to the visitor. (3 points)
 - Theme is consistent with specified target market and the video and itinerary supplied. (3 points)
 - The theme reflects the brand and values of the town. (3 points)
 - A compelling and enjoyable proposition for specified market. (3 points)
- Photos (4 points)
 - Photos are shot in a creative and interesting way to evoke an emotional response. (2 points)
 - Photos and editorial are connected. (2 points)

Video

- Video (20 points)
 - The video concept is creative and interesting to evoke an emotional response. (5 points)



- Theme reflects the brand and values of the town and connects to the editorial and itinerary. (3 points)
- Narrative and imagery are connected e.g. the story/description/voice over is connected to what is being viewed throughout the video. (3 points)
- Key attractions and experiences are shown. (3 points)
- Production of the video is of high quality. (3 points)
- The town is at the centre of the concept. (3 points)

Itinerary

- Itinerary (20 points)
 - Theme of itinerary is consistent with specified target market. (3 points)
 - Theme of itinerary reflects the brand and values of the town that have been identified in the video and editorial. (3 points)
 - The itinerary is achievable. (3 points)
 - A range of experiences/attractions are presented, with seasonality noted, if applicable. (3 points)
 - A compelling and enjoyable proposition that entices the reader to visit. (8 points)

Tips for Entrants

- Your three elements should all relate back to the target market outlined in your entry.
- The various components (itinerary, video, editorial, photos) should be aligned in theme, tone and who they are targeting.
- The judges or consumers may not know your town or city. Your editorial should be written as if the judges and consumers are completely unaware of your town/city.
- Do not use acronyms unless you include the full name in brackets following it.
- Your itinerary should be achievable and able to be provided for visitors at all times, not just for your submission.
- You can use any means available to you to create your video, whether it is with a video camera, webcam, iPhone or Go Pro. You may also create a slide show using high-quality images and voice over or music. No budget is required, just your imagination.
- The video should show some of your major attractions or experiences that visitors can experience in your town/city and should include visitors enjoying those attractions and experiences.

Terms and Conditions

By entering the 7NEWS Top Tourism Town Awards, you authorise the use and/or reproduction of images, the 100-word description, editorial article and itinerary provided in relation to any editorial/advertising purposes initiated in conjunction with the awards and the Australian Tourism Awards.

Your contact details may also be supplied to agencies/sponsors engaged on behalf of award/organisers/committees for promotional purposes.

Under no circumstances will judges be held responsible for any comment, viewpoint or expression, whether expressed or implied, concerning the standard or quality of an entrant's submission.

By ticking the terms and conditions box, you agree not to bring a claim against any Judge, or state/territory Award owner or sponsor in relation to feedback on your submission. Entrants agree that the judges' decisions are final and that no correspondence will be entered into concerning such decisions.



By ticking the terms and conditions box during nomination, you agree that you have read the rules and entry requirements and agree to abide by these.

Entry fees must be paid by the close of nominations for the nomination to be valid. Entry fees are non-refundable and non-transferable.

Visitor Centres WA/Tourism Council WA reserves the right to determine the category a nominee may enter on the grounds of fairness and ability to be competitive in a particular category. Any changes deemed necessary to the category indicated by the nominee on the nomination form will be communicated to the nominee within one week of close of nominations.

Correspondence and Enquiries

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