



**Australian
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**Australian
Travel Awards**

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Entries close

28th September

Finalists announced

24th October

Awards night

30th November

CRITERIA TERMS

Criteria Terms

Key dates:

- 28th September Entries close
- 24th October Finalists announced
- 30th November Awards night - Sydney

Online portal:

<http://travelweekly.com.au/ata>

Judging period:

Examples of work must have been active in market during 1 July 2017 - 30 June 2018

Submission Format:

1. Jurors will be assessing many entries so please keep them as concise as possible.
2. All entries should not exceed the word counts specified for each category.
3. Supporting Material - Entries may be accompanied by supporting material (maximum of 10 pieces). Any supporting material, needs to be high-res where applicable (300 dpi). For online work, a live URL together with username and password if necessary should be supplied in the written portion of the entry.

Judging:

The judges for each category will be carefully selected to include senior and experienced members from the travel industry, and those from related, but not competing sectors. There will be no representatives from directly competing companies on the panel. All judges are required to sign a nondisclosure declaration ahead of judging. Any judge that has a conflict of interest with a particular entry will be required to declare it and will not be allowed to score on that entry. All information supplied will be treated as strictly confidential and privileged and is protected by privacy laws.

Auditing:

All entries submitted may be audited at random. Failure to supply additional evidence to auditor in prescribed time frame may result in disqualification.



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ENTRY CRITERIA

Corporate Travel Agency of The Year (under \$100m)

This category is for corporate travel agencies generating a Total Transaction Value (TTV) of \$100 million or less from corporate bookings.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Please answer the following questions:

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel appropriate). Percentage growth in terms of profit, revenue and TTV are expected.

10 points

Question 2 (150 words max)
How does the business excel at customer service delivery?

20 points

Question 3 (300 words max)
Please tell us about two key accounts that you have won or retained that you are most proud of and why.

20 points

Question 4 (500 words max)
Why should your company be crowned Corporate Travel Agency of the year (under \$100m)?

40 points

Question 5 (200 words max)
What does the company do to create great culture within the workplace and ensure strong staff retention?

10 points



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ENTRY CRITERIA

Corporate Travel Agency of The Year (over \$100m)

This category is for corporate travel agencies generating a Total Transaction Value (TTV) of \$100 million or more from corporate bookings.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- A brief description of what the business offers to customers, including target market.
- Any significant achievements from the judging period.
- Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel appropriate). Percentage growth in terms of profit, revenue and TTV are expected.

10 points

Question 2 (150 words max)

How does the business excel at customer service delivery?

20 points

Question 3 (300 words max)

Please tell us about two key accounts that you have won or retained that you are most proud of and why.

20 points

Question 4 (500 words max)

Why should your company be crowned Corporate Travel Agency of the Year (over \$100m)?

40 points

Question 5 (200 words max)

What does the company do to create great culture within the workplace and ensure strong staff retention?

10 points



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ENTRY CRITERIA

Wholesaler of the Year

This category is for all travel companies that package together holidays of any type, using the products of third party suppliers, which are sold to consumers either via a travel agent or direct.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

There are no restrictions preventing entrants into the Wholesaler of The Year also entering the Specialist Wholesaler of the Year category or the Adventure Wholesaler of the Year category.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business we recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel appropriate).

10 points

Question 2 (200 words max)

Please tell us your vision for the business over the next two years and how you plan on making it happen.

20 points

Question 3 (150 words max)

Please tell us about the business's purpose.

20 points

Question 4 (500 words max)

Why should your company be crowned Wholesaler of The Year?

40 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Specialist Wholesaler of the Year

This category is for travel companies that package together specialist holidays using the products of third party suppliers, which are sold to consumers either via a travel agent or direct.

Examples of specialisms include, but are not limited to: cycling tours, dive holidays, historical tours, honeymoons, sports tours, wildlife viewing, specific geographical locations only such as Africa, India, Latin America etc.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 – from July 1, 2017 to June 30, 2018.

This category is for companies that specialise in niche sectors rather than companies who offer a wide range of different specialisms. If your business offers holidays and trips to a variety of destinations and across a variety of different specialisms, and if your company has significant scale in its operations (and staffing) then we suggest entering the Wholesaler of The Year category. For those companies that brochure a lot of mainstream destinations such as Europe, North America, Fiji, Thailand, Hawaii, Bali, Singapore etc we recommend The Wholesaler of the Year category.

There are no restrictions preventing entrants into the Specialist Wholesaler of the Year category also entering the Wholesaler of The Year or the Adventure Wholesaler of the Year category.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel appropriate).

10 points

Question 2 (150 words max)

Please tell us about the company's specialism.
20 points

Question 3 (150 words max)

Please tell us about the business's purpose.
20 points

Question 4 (500 words max)

Why should your company be crowned Specialist Wholesaler of The Year?
40 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Adventure Travel Wholesaler of the Year

This category is for travel companies that package together adventure travel holidays using the products third party of suppliers, which are sold to consumers either via a travel agent or direct.

For the purposes of this award Adventure Travel is defined as: "A type of tourism involving travel to remote or exotic locations and / or taking part in physically challenging outdoor activities while on vacation." The judges accept that there is crossover with this category and the Specialist Wholesaler of the Year category, which focusses more on niche wholesalers. The Adventure Travel Wholesaler of the Year category is aimed at companies with a broader appeal and a wider range of product destinations & experiences all of which exhibit elements of adventure.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018- from July 1, 2017 to June 30, 2018.

There are no restrictions preventing entrants into the Adventure Wholesaler of the Year category also entering the Wholesaler of The Year or the Specialist Wholesaler of the Year category.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the following sections:

- A brief description of what the business offers to customers, including target market.
- Any significant achievements from the judging period.
- Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel appropriate).

10 points

Question 2 (150 words max)
Please tell us about the company's credentials in the adventure travel space.

20 points

Question 3 (150 words max)
Please tell us about the business's purpose.

20 points

Question 4 (500 words max)
Why should your company be crowned Adventure Travel Wholesaler of The Year?

40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

PR Campaign of the Year

This category is for travel companies or their PR agencies that have released a PR campaign in the past 12 months.

Examples include a television, radio, print, video, online, social media or multi-platform campaign. Both trade and consumer campaigns are accepted.

Your campaign must have been active in market during the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Entries can be submitted by either the travel company; or by their PR agency, on behalf of their client.

Please answer the following questions

Question 1 (250 words max)
Please describe the central idea of this campaign.
25 points

Question 2 (250 words max)
Please detail how the campaign was executed.
Please include a brief media schedule.
25 points

Question 3 (250 words max)
Please demonstrate evidence of effectiveness and success of this campaign.
25 points

Question 4 (250 words max)
Please detail the integration in multiple media channels for this campaign.
25 points



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ENTRY CRITERIA

Marketing Campaign of the Year

This category is for travel companies or their marketing/advertising/PR agency that have released a marketing campaign in the past 12 months.

Examples include a television, radio, print, video, online, social media or multi-platform campaign. Both trade and consumer campaigns are accepted.

Your campaign must have been active in market during the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Entries can be submitted by either the travel company; or by their marketing/advertising/PR agency, on behalf of their client.

The jury will be looking for creativity and innovation within the context of the brief and against the objective of the campaign.

Please answer the following questions

Question 1 (250 words max)
Please describe the central idea of this campaign.

25 points

Question 3 (250 words max)
Please demonstrate evidence of effectiveness and success of this campaign.

25 points

Question 2 (250 words max)
Please detail how the campaign was executed. Please include a brief media schedule.

25 points

Question 4 (250 words max)
Please detail the integration in multiple media channels for this campaign.

25 points



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ENTRY CRITERIA

Social Media Campaign of the Year

This category is for travel companies or their social media/advertising agency that have released a social media campaign in the past 12 months.

This category caters to all forms of social media platforms and applications. Examples of types of applications include but are not limited to social commerce, social networking, location based services, entertainment, advertising campaigns, reviews and opinion, information aggregators, blogging sites as well as product and services.

Your campaign must have been active in market during the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Entries can be submitted by either the travel company; or by their social media/advertising agency, on behalf of their client.

Please answer the following questions

Question 1 (250 words max)
Please describe the central idea of this campaign.
25 points

Question 2 (250 words max)
Please detail the innovative and effective use of online communities.
25 points

Question 3 (250 words max)
Please demonstrate the level of engagement with these communities.
25 points

Question 4 (250 words max)
Please detail the success achieved as a result of the campaign.
25 points



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ENTRY CRITERIA

Tourism Board of The Year

This category is for tourism boards both big and small. It is designed to reward the great work done amongst trade and consumers in an effort to raise a destinations' profile and ultimately visitation.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Entrants into Tourism Board of the Year may also enter Destination of The Year, should they wish.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the follow sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)

Please provide some context and data on how the destination has performed from the Australian market. The judges are particularly interested in visitation numbers, year on year growth, length of stay, average expenditure etc.

20 points

Question 3 (300 words max)

Please tell us about three challenges facing the tourism board and how you have overcome these successfully.

20 points

Question 4 (500 words max)

Why should your tourism board be crowned Tourism Board of the year?

40 points

Question 5 (200 words max)

What marketing initiatives are you most proud of from this year?

10 points



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ENTRY CRITERIA

Technology Provider of The Year

This category showcases the best technology products available to the travel industry in Australia. Global Distribution Systems should enter this category but other platforms, software and systems are also relevant.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 – from July 1, 2017 to June 30, 2018.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of what the technology offers customers & how it solves their business problems.
- b) Any significant achievements from the judging period.
- c) Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (400 words max)

Given the pace of development and digital expansion currently, what do you see as the greatest threats and opportunities within the travel industry and how is your company providing tech-based solutions to these?

20 points

Question 3 (300 words max)

Please tell us about two key accounts that you have won or retained this year that you are most proud of and why.

20 points

Question 4 (400 words max)

Why should the company be crowned Technology Provider of the Year?

40 points

Question 5 (200 words max)

What does the company do to create great culture within the workplace and ensure strong staff retention?

10 points



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ENTRY CRITERIA

Trade Sales Team of the Year

This category is for travel companies that have a dedicated trade-facing sales team.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category will measure the cohesiveness and effectiveness of trade sales teams. There is no limit on the size of nominated sales teams.

Sales teams will be judged on results relative to the size of the teams and operations. A larger bottom line is not necessarily a winning criteria, rather, the winning team will demonstrate how they have shown initiative, innovation and teamwork to achieve a specific set of goals.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your trade sales team. We recommend splitting this into the following sections:

- a) A brief description of the representatives in the sales team and their roles.
- b) Any significant achievements the sales team achieved across the judging period.
- c) Sales team size and commercial success. Please tell us how many employees the sales team has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)

Please tell us about the trade sales team's core goals or targets.

20 points

Question 3 (150 words max)

How have these goals or targets been met?

20 points

Question 4 (500 words max)

Why should your company's team be crowned Trade Sales Team of The Year?

40 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Destination of The Year

This category is for the destination that is riding a wave of consumer sentiment. The winner will not necessarily be the destination with the highest visitation. Judges will be looking for the destination that everyone is talking about, the destination that is offering diverse and exciting experiences, a range of product for all, while giving holidaymakers the trip of a lifetime.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Entrants into Destination of The Year may also enter Tourism Board of the Year, should they wish.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your destination. We recommend splitting this into the following sections:

- a) A brief description of what makes it special and the types of core markets it appeals to.
- b) Any significant achievements from the judging year
- c) Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)
What sets your destination apart, making it the must-visit place for 2017/2018?
20 points

Question 3 (150 words max)
How has this positioning been developed?
20 points

Question 4 (500 words max)
Why should the destination you represent be crowned Destination of The Year?
40 points

Question 5 (200 words max)
In no more than 200 words, please 'pitch' a holiday to the destination you represent.
10 points



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ENTRY CRITERIA

Luxury Travel Brand of the Year

This category is for travel brands that identify themselves as being providers of luxury experiences. This could be for a destination or an individual company.

Examples include, but are not limited to, luxury hotels, luxury touring, luxury wholesaler, luxury cruising, private jet flights, luxury or boutique experiences and luxury destinations which offer a large amount of high-end product.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 – from July 1, 2017 to June 30, 2018.

This category is for companies that specialise in luxury travel as part of their mission statement. Companies entering should be offering five-star accommodation and experiences. Companies entering should also be those who are not catering for the mass market.

There are no restrictions preventing entrants into the Luxury Travel Brand of the Year category also entering the Wholesaler category, for example.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your brand. We recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2

(150 words max)

Please tell us about the brand's luxury credentials.

20 points

Question 3

(150 words max)

Please tell us about the business's purpose.

20 points

Question 4

(500 words max)

Why should your company be crowned Luxury Travel Brand of The Year?

40 points

Question 5

(200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

River Cruise Line of the Year

This category is for River Cruise Lines that operate either in Australian waters or overseas.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is for companies that specialise in and whose primary line of business is river cruise. This is distinct from companies whose primary line of business is ocean cruise, or small ship/expedition cruising, for which there are other specific categories to enter in the Australian Travel Awards.

There is no limit to the size of fleet, vessels, or passenger capacity for companies entering this category.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the following sections:

- A brief description of what the business offers to customers, including target market.
- Any significant achievements from the judging period.
- Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)
Please tell us about the company's river cruising credentials.

20 points

Question 3 (150 words max)
Please tell us about the business's purpose.

10 points

Question 4 (500 words max)
Why should your company be crowned River Cruise Line of The Year?

40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture).

10 points

Question 6 (200 words max)
What do guests receive in the way of exceptional experiences through guides and education and shore excursions?

10 points



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ENTRY CRITERIA

Ocean Cruise Line of the Year

This category is for Ocean Cruise Lines that operate either in Australia or overseas.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is for companies that specialise in and whose primary line of business is ocean cruise. This is distinct from companies whose primary line of business is river cruise, or small ship/expedition cruising, for which there are other specific categories to enter in the Australian Travel Awards.

There is no limit to the size of fleet or of vessels for companies entering this category.

This category is open to operators of vessels with a passenger capacity of over 250.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the follow sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging year
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)
Please tell us about the company's onboard amenities and entertainment.

20 points

Question 3 (150 words max)
How do you cater to your target market and provide a best in class offering?

20 points

Question 4 (500 words max)
Why should your company be crowned Ocean Cruise Line of The Year?

40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Expedition Cruise Line of the Year

This category is for Expedition Cruise Lines that operate either in Australia or overseas.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is for companies that specialise in and whose primary line of business is expedition cruise. This is distinct from companies whose primary line of business is river cruise, ocean cruise or small ship cruise for which there are other specific categories to enter in the Australian Travel Awards. It typically, but not exclusively, will relate to expedition cruise ship operators who sail to polar regions, Alaska, Canada, Greenland, the Kimberley, Papua New Guinea, the wider Pacific Ocean and other remote ocean regions.

There is no limit to the size of fleet, vessels, or passenger capacity for companies entering this category.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging year
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2

(150 words max)

Please tell us about the company's expedition cruising credentials.

20 points

Question 3

(150 words max)

Please tell us about the business's purpose.

10 points

Question 4

(500 words max)

Why should your company be crowned Expedition Cruise Line of The Year?

40 points

Question 5

(200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points

Question 6

(200 words max)

What do guests receive in the way of exceptional experiences through guides and education?

10 points



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ENTRY CRITERIA

Small Ship Cruise Line of the Year

This category is for Small Ship Cruise Lines that operate either in Australia or overseas.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is limited to operators of vessels with a maximum passenger capacity of 250.

This category is for companies that specialise in and whose primary line of business is small ship cruising. This is distinct from companies whose primary line of business is river cruise, or ocean cruising, for which there are other specific categories to enter in the Australian Travel Awards.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of the ships you operate, destinations visited and staff to passenger ratio.
- b) Any significant achievements from the judging period.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)
What makes your small ship cruise line remarkable?
20 points

Question 3 (150 words max)
How do you compete beyond price?
20 points

Question 4 (500 words max)
Why should your company be crowned Small Ship Cruise Line of The Year?
40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)
10 points



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ENTRY CRITERIA

Business Class Airline of the Year

This category is for airlines with a specific focus on business class product.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is open to airlines that have a distinct business class product. This is in contrast from first class, premium economy and economy classes. Judging will focus purely on the business class offering, irrespective of the inclusive nature of an airline's complete passenger offering. There are distinct categories for premium economy, economy and low cost carriers in the Australian Travel Awards.

There are no restrictions preventing entrants into the Business Class Airline of The Year also entering the Low cost Airline of the Year, Economy Airline of the Year or Premium Economy Airline of the Year category should you fit the criteria.

There is no limit to the size of the airline, it's fleet, facilities or passenger capacity for this category.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of the business class offering.
- b) Any significant achievements or developments from the judging period.

10 points

Question 2 (150 words max)

Please tell us about the USPs of your business class product.

20 points

Question 3 (500 words max)

How do you support corporate partners and engender loyalty with your customers?

20 points

Question 4 (500 words max)

Why should your company be crowned Business Class Airline of The Year?

40 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Economy Airline of the Year

This category is for airlines with a specific focus on economy class product.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Judging will focus purely on the economy class offering, irrespective of the inclusive nature of an airline's passenger offering. There are other distinct categories for premium economy, business class and low cost carriers in the Australian Travel Awards program.

There are no restrictions preventing entrants into the Economy Airline of The Year also entering the Low cost Airline of the Year, Premium Economy Airline of the Year or Business Class Airline of the Year category should they fit the criteria.

There is no limit to the size of the airline, it's fleet, facilities or passenger capacity for this category.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of the economy class offering.
- b) Any significant achievements or developments from the judging period.

10 points

Question 2 (150 words max)
Please tell us about the USPs of your economy class product.

20 points

Question 2 (150 words max)
How do you compete with your competitors beyond price?

20 points

Question 4 (500 words max)
Why should your company be crowned Economy Class Airline of The Year?

40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Premium Economy Airline of the Year

This category is for airlines with a specific focus on premium economy class product.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is open to airlines that have a distinct premium economy class product. This is in contrast from first class, business class and economy classes. Judging will focus purely on the premium economy class offering, irrespective of the inclusive nature of an airline's complete passenger offering. There are other distinct categories for business class, economy and low cost carriers in the Australian Travel Awards.

There are no restrictions preventing entrants into the Premium Economy Airline of The Year also entering the Low cost Airline of the Year, Economy Airline of the Year or Business Class Airline of the Year category should you fit the criteria.

There is no limit to the size of the airline, it's fleet, facilities or passenger capacity for this category.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business we recommend splitting this into the follow sections:

- a) A brief description of the premium economy offerings.
- b) Any significant achievements or developments from the judging period.

10 points

Question 2 (150 words max)
Please tell us about the USPs of your Premium Economy product.

20 points

Question 3 (150 words max)
What is your development plan and goals for the next three years in the Australian market for this class?

20 points

Question 4 (500 words max)
Why should your company be crowned Premium Economy Airline of The Year?

40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Low Cost Airline of the Year

This category is for airlines that classify themselves a low cost carrier.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is open to airlines that sell airfares at a lower rate than mainstream carriers. It includes carriers that do not include meals, extras, or surplus baggage allowance as part of a ticketed price.

There is no limit to the size of the airline, it's fleet, facilities or passenger capacity for this category.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of the airline's scale and operations.
- b) Any significant achievements or developments from the judging period.

10 points

Question 2 (150 words max)

Please tell us about the USPs of your low cost product.

20 points

Question 3 (150 words max)

How do you provide great service in a low cost model?

20 points

Question 4 (500 words max)

Why should your company be crowned Low Cost Airline of The Year?

40 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Rail Operator of the Year

This category is for rail operators and providers either in Australia or overseas.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is for companies that retail tickets directly for rail operators or act as a GSA for rail operators.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of the business offering and the regions/countries it operates in.
- b) Any significant achievements from the judging period.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the judging period. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)

What channels to market do you use to reach your customers (travel agents and/or consumers) and how do you quantify the effectiveness of those strategies?

20 points

Question 3 (150 words max)

How do you add value to the purchase path of your customers and/or travel trade partners?

20 points

Question 4 (500 words max)

Why should your company be crowned Rail Operator of The Year?

40 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture).

10 points



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ENTRY CRITERIA

Vehicle Hire Company of the Year

This category is for vehicle hire companies.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is for companies that classify themselves as car hire and motorhome operators and rent/hire vehicles as aggregators. This can be more broadly defined as vehicle hire companies and can include companies that hire small and large cars, vans, campervans, caravans and motorhomes.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (150 words max)
Please tell us about the company's marketing endeavours.
20 points

Question 3 (150 words max)
Please tell us about the business's USPs.
20 points

Question 4 (500 words max)
Why should your company be crowned Vehicle Hire Company of The Year?
40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture).
10 points



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ENTRY CRITERIA

Hotel Group of the Year

This category is for hotel networks, chains and groups operating domestically and internationally with 11 or more properties within its group.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 – from July 1, 2017 to June 30, 2018.

In this year's Australian Travel Awards there are three distinct categories relevant to the hotel sector. They are:

- 1) Hotel Group of the Year – for hotel networks, chains and groups operating domestically and internationally with 11 or more properties within its group (This category)
- 2) Hotel of the Year – for an individual hotel property of any size operating domestically or internationally
- 3) Boutique Hotel of the Year – for boutique hotels with 10 or less properties within its network.

Entrants may enter one or all of the hotel categories mentioned above, so long as they fit the criteria set out.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of the hotel group being put forward. The judges recommend detail on the following areas, but you may also provide further detail if you see fit:

- a) A brief description of the group, the number of properties and what the brand(s) represent.
- b) Any significant achievements from the judging period.
- c) Two examples of a product development within the group that have positively altered the brand's offering. (These can be either internal and behind the scenes initiatives, customer facing initiatives or trade facing initiatives.)

15 points

Question 2 (300 words max)
Please tell us about the way in which you work with trade partners such as airlines, tourism boards and travel agents.

20 points

Question 3 (150 words max)
Please tell the judges what sets the Hotel Group's brand(s) apart from your competitors.

10 points

Question 4 (400 words max)
Why should your company be crowned Hotel Group of The Year?

40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture).

15 points



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ENTRY CRITERIA

Hotel of the Year

This category is for an individual hotel or resort property of any size operating domestically or internationally.

There are no restrictions on whether the hotel/resort is owned by a large group, a boutique chain or a single entity. Judges will consider service, satisfaction, product offering, marketing and innovation.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

In this year's Australian Travel Awards there are three distinct categories relevant to the hotel sector. They are:

- 1) Hotel Group of the Year - for hotel networks, chains and groups operating domestically and internationally with 11 or more properties within its group
- 2) Hotel of the Year - for an individual hotel property of any size operating domestically or internationally (This category)
- 3) Boutique Hotel of the Year - for boutique hotels with 10 or less properties within its network.

Entrants may enter one or all of the hotel categories mentioned above, so long as they fit the criteria set out.

Please answer the following questions

Question 1 (350 words max)

Please give an overview of the hotel being put forward. The judges recommend detail on the following areas, but you may also provide further detail if you see fit:

- a) A brief description of hotel, its size, location, target market, and customer offering.
- b) Any significant achievements from the judging period.
- c) Three examples of occasions when the hotel has done something truly remarkable for its guests (you may interpret this question however you see fit).

20 points

Question 2 (300 words max)

Please tell us about the way in which you work with trade partners such as airlines, tourism boards and travel agents.

20 points

Question 3 (150 words max)

What makes the hotel stand out from the crowd and how does the hotel actively strive to do so?

10 points

Question 4 (400 words max)

Why should the property be crowned Hotel of The Year?

40 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture).

10 points



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ENTRY CRITERIA

Boutique Hotel of the Year – 10 properties or less

This category is for boutique hotels with 10 or less properties within its network.

For the purposes of the judging process a boutique hotel is defined as, "A high quality small hotel or resort that has between 10 and 100 rooms in unique, high end or unusual settings."

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 – from July 1, 2017 to June 30, 2018.

In this year's Australian Travel Awards there are three distinct categories relevant to the hotel sector. They are:

- 1) Hotel Group of the Year – for hotel networks, chains and groups operating domestically and internationally with 11 or more properties within its group
- 2) Hotel of the Year – for an individual hotel property of any size operating domestically or internationally
- 3) Boutique Hotel of the Year – for boutique hotels with 10 or less properties within its network.
(This category)

Entrants may enter one or all of the hotel categories mentioned above, so long as they fit the criteria set out.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of the hotel/s being put forward. The judges recommend detail on the following areas, but you may also provide further details if you see fit:

- a) A brief description of the hotel/s, the number of properties and what the brand represents.
- b) Any significant achievements from the judging period.
- c) Two examples of a product development within the group and/or its hotels that have positively altered the brand's offering. (These can be either internal and behind the scenes initiatives, customer facing initiatives or trade facing initiatives.)

15 points

Question 2 (300 words max)

Please tell us about the way in which you work with trade partners such as airlines, tourism boards and travel agents.

20 points

Question 3 (150 words max)

What makes your boutique hotel/s stand out from the crowd and how does the hotel actively strive to do so?

10 points

Question 4 (400 words max)

Why should the company be crowned Boutique Hotel of The Year?

40 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

15 points



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ENTRY CRITERIA

Online Booking Website of the Year

This category is for online booking websites.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

This category is for companies that classify themselves as an online booking website for travel product. Specifically, it is for companies or entities that do business via online channels.

Entrants may also own bricks and mortar assets but in answering the questions below the judges only wish to hear about the online side of the business.

It is open to any company that satisfies the above criteria and retails travel product to the general public.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the following sections:

- A brief description of what the business offers to customers, including target market.
- Any significant achievements from the judging period.
- Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (300 words max)
How do you ensure your platform is up to date with the constant changes in technology (CX, UX, UI etc), mobile device and consumer habits.

20 points

Question 3 (300 words max)
What channels to market do you use to reach your customers (trade and/or consumer)? Quantify the effectiveness of those strategies.
20 points

Question 4 (300 words max)
Why should your company be crowned Online Booking Website of The Year?
40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)
10 points



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ENTRY CRITERIA

Travel Insurance Provider of the Year

This category is for travel insurance providers based in Australia.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Specifically, this category is for companies that classify themselves as travel insurance providers and provide travel insurance to the general public via travel agents or direct to consumers in Australia for domestic and overseas travel.

Please answer the following questions

Question 1 (300 words max)
Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (300 words max)
What channels to market do you use to reach your customers and how do you quantify the effectiveness of those strategies.

20 points

Question 3 (300 words max)
Demonstrate why your travel insurance product and service is the best in class.

20 points

Question 4 (500 words max)
Why should your company be crowned Travel Insurance Provider of The Year?

40 points

Question 5 (200 words max)
What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Escorted Touring Company of the Year

This category is for Escorted Touring Companies with a base of operations in Australia.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Specifically, this category is for companies with a base of operations in Australia that retail and operate touring holidays involving group accommodation, transport, experiences and tour guides, both domestically and overseas.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging period.
- c) Organisation size and commercial success. Please tell us how many employees the business has in Australia along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (300 words max)

With escorted touring being such a competitive space how do you ensure your tours, trips and holidays remain unique, relevant and in demand?

25 points

Question 3 (300 words max)

Given the importance of retail partners please give three examples of how you engaged the travel trade successfully this year and quantify them where possible.

25 points

Question 4 (300 words max)

Why should your company be crowned Escorted Touring Company of The Year?

30 points

Question 5 (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

10 points



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ENTRY CRITERIA

Travel Agency of The Year (over 30 employees)

This category is for medium to large sized travel agencies with 30 or more employees.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- A brief description of what the business offers to customers, including target market.
- Any significant achievements from the judging period.
- Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel appropriate). Percentage growth in terms of profit, revenue and TTV are expected.

10 points

Question 2 (150 words max)

How does the business excel at customer service delivery?

20 points

Question 3 (300 words max)

During a time of continued disruption and re-invention within the travel agency landscape how has your company remained relevant to your customers?

20 points

Question 4 (500 words max)

Why should your company be crowned Travel Agency of the Year (over 30 employees)?

40 points

Question 5 (200 words max)

What does the company do to create great culture within the workplace and ensure strong staff retention?

10 points



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ENTRY CRITERIA

Travel Agency of The Year (under 30 employees)

This category is for small to medium sized travel agencies with 29 or less employees.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- A brief description of what the business offers to customers, including target market.
- Any significant achievements from the judging period.
- Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate). Percentage growth in terms of profit, revenue and TTV are expected.

10 points

Question 2 (150 words max)

How does the business excel at customer service delivery?

20 points

Question 3 (300 words max)

During a time of continued disruption and re-invention within the travel agency landscape how has your company remained relevant to your customers?

20 points

Question 4 (500 words max)

Why should your company be crowned Travel Agency of the Year (under 30 employees)?

40 points

Question 5 (200 words max)

What does the company do to create great culture within the workplace and ensure strong staff retention?

10 points



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ENTRY CRITERIA

Employer of Choice of the Year

This category is for any company with employees and an office in Australia working within the travel industry.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 – from July 1, 2017 to June 30, 2018.

This category is to showcase the great employers that the travel industry possesses and presents an opportunity for the winner and finalists to exhibit themselves positively for future talent acquisition.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business we recommend splitting this into the following sections:

- a) A brief description of what the business is and your position in the market.
- b) A statement of core company values and purpose. Include details of programs and/or initiatives currently in place to support those core values and purpose.
- c) Organisation size and commercial success. Please tell us how many employees the business has, along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

15 points

Question 2 (800 words max)

Please provide two individual staff case studies of no more than 400 words each. These should be in the words of the relevant appropriate staff member detailing their own experiences at the company. One should be for a member of staff who joined during FY 2017/2018, the other for a member of staff who joined in FY 2015/2016 or earlier.

40 points

Question 3 (500 words max)

Demonstrate company culture including employer's commitment to health and wellbeing, commitment to work/life balance and building team morale. Investment in training and staff retention and a demonstrable commitment to diversity and inclusion. Evidence such as third-party employee opinion surveys will be well regarded.

25 points

Question 4 (400 words max)

Provide evidence of a well thought out and executed recruitment policy which delivers the best people for the job that ensures the company's strategy for success is achieved.

20 points



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ENTRY CRITERIA

Sustainable Tourism Company of the Year

This category is for travel companies that see themselves as offering the best in Sustainable Tourism practices. The judges are specifically looking for companies operating within the travel sector that are creating ongoing environmental, social, economic and cultural benefits for the local people and places these trips visit.

There are no limits as to who can enter this category and the judges welcome submissions from all sectors of the industry, including but not limited to wholesalers, resorts, tour operators, niches travel businesses, major hotel chains, airlines and parent companies.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

There are no restrictions preventing entrants into the Sustainable Tourism Company of the Year category also entering the Social Responsibility Award category.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- b) Any significant achievements from the judging year.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the judging period. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (500 words max)

Please tell us about the company's credentials in the Sustainable Tourism space and enable the judges to quantify the contribution you make in this sector.

30 points

Question 4 (500 words max)

Why should your company be crowned Sustainable Tourism Company of The Year?

50 points

Question 5 (300 words max)

What Sustainable Tourism initiatives are you most proud of from this year?

10 points



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ENTRY CRITERIA

Social Responsibility Award

This category is for travel companies and tourism boards that have coordinated a program or initiative that makes a genuine, lasting positive impact on the people and places where it has been deployed.

The award is for a specific initiative, within that initiative there can be a number of phases or processes and the initiative can be deployed across a number of locations. The initiative should be an example of best practice that the rest of the travel industry can admire, with the hope to spur others on in a similar vein.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 – from July 1, 2017 to June 30, 2018.

There are no restrictions preventing entrants into the Social Responsibility Award category also entering the Sustainable Tourism Company of the Year category.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business we recommend splitting this into the following sections:

- a) A brief description of what the business offers to customers, including target market.
- c) Organisation size and commercial success. Please tell us how many employees the business has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (1200 words max)

Outline your case for winning this award, in doing so, please consider the following structure.

- a) What was the need for the initiative that had social responsibility in travel and tourism at its heart?
- b) Was there a business case for the initiative and if so what was it?
- c) Please describe the initiative and what does it aim to accomplish?
- d) How has the initiative made a difference to:
 - i) The people/environment it is aimed at helping
 - ii) The business you run
 - iii) Your end customers
- e) Please tell us about any barriers you faced and how were they overcome?
- f) Is there anything else you'd like to add to help your case?

90 points



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30th November

ENTRY CRITERIA

Innovation of The Year

This category is designed to showcase and encourage innovative businesses, technology, strategies or campaigns. The judges are looking for innovations that have been brave, well thought out and exhibit unique, forward thinking solutions.

This category is not limited to technology companies, although they may very well enter. Traditionally non-tech based businesses may also enter as the focus is on innovation, which should span all facets of the industry.

In submitting your entry, we ask you to think about the period of business from the financial year of 2017/2018 - from July 1, 2017 to June 30, 2018.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business, we recommend splitting this into the following sections:

- a) A brief overall description of the company, customers and target market.
- b) Organisation size, staffing and an overview of operating budget. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

10 points

Question 2 (1200 words max)

Outline your case for winning this award, in doing so, please consider the following structure.

- a) What was the need and business case for the innovation?
- b) Please describe the innovation and what does it do?
- c) How has the innovation made a difference to your business or your customer's business?
- d) What was the project investment? If you'd rather not give a specific dollar amount then a band (ie \$6 to \$12), or simply an idea of the number of hours and the number of people that worked on the project to get it to a point of launch would also be helpful. The judges are looking to quantify the scale of the innovation. Please note, the numbers mentioned here will be treated with the upmost privacy and all judges have signed NDAs.
- e) How has this innovation altered your view of what's possible?
- f) Is there anything else you'd like to add to help your case?

90 points total