



The Travel Awards



ENTRIES CLOSE
30 August

LATE ENTRIES CLOSE
06 September

FINALISTS ANNOUNCED
03 October

AWARDS NIGHT
29 November

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 2018/2019 – from 1 July 2018 to 30 June 2019.

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