



## The Travel Awards

MEDIA PARTNER

Better  
Homes  
and Gardens

PRINCIPAL PARTNER

CRYSTAL

### ENTRIES CLOSE

30 August

### LATE ENTRIES CLOSE

06 September

### FINALISTS ANNOUNCED

03 October

### AWARDS NIGHT

29 November

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

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 which 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 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** (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**