



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

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

There are no restrictions preventing entrants into the Adventure Travel 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) 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 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