



# 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

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

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 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)  
What sets your destination apart, making it the must-visit place for 2018/2019?  
**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**