



# The Travel Awards

MEDIA PARTNER

Better  
Homes  
and Gardens

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CRYSTAL

**ENTRIES CLOSE**  
30 August

**LATE ENTRIES CLOSE**  
06 September

**FINALISTS ANNOUNCED**  
03 October

**AWARDS NIGHT**  
29 November

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

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 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 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**