



The Travel Awards

MEDIA PARTNER

Better
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CRYSTAL

ENTRIES CLOSE
30 August

LATE ENTRIES CLOSE
06 September

FINALISTS ANNOUNCED
03 October

AWARDS NIGHT
29 November

ENTRY CRITERIA

River Cruise Line of the Year

This category is for River Cruise Lines that operate either in Australian waters or overseas.

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 and whose primary line of business is river cruise. This is distinct from companies whose primary line of business is ocean, small ship or expedition cruising, for which there are other specific categories to enter in The Travel Awards.

There is no limit to the size of fleet, vessels, or passenger capacity for companies entering this 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 it is appropriate).

10 points

Question 2 (150 words max)

Please tell us about the company's river cruising credentials.

20 points

Question 3 (150 words max)

Please tell us about the business's purpose.

10 points

Question 4 (500 words max)

Why should your company be crowned River Cruise Line 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

Question 6 (200 words max)

What do guests receive in the way of exceptional experiences through guides and education and shore excursions?

10 points