



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

Ocean Cruise Line of the Year

This category is for Ocean Cruise Lines that operate either in Australia 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 ocean cruise. This is distinct from companies whose primary line of business is river, 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 or of vessels for companies entering this category.

This category is open to operators of vessels with a passenger capacity of over 250.

Please answer the following questions

Question 1 (300 words max)

Please give an overview of your business. We recommend splitting this into the follow 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 onboard amenities and entertainment.

20 points

Question 3 (150 words max)

How do you cater to your target market and provide a best in class offering?

20 points

Question 4 (500 words max)

Why should your company be crowned Ocean 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