



## 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

### Expedition Cruise Line of the Year

This category is for Expedition 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 expedition cruise. This is distinct from companies whose primary line of business is river, ocean or small ship cruise for which there are other specific categories to enter in The Travel Awards. It typically, but not exclusively, will relate to expedition cruise ship operators who sail to polar regions, Alaska, Canada, Greenland, the Kimberley, Papua New Guinea, the wider Pacific Ocean and other remote ocean regions.

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 expedition 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 Expedition 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?

**10 points**