



# The Travel Awards

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CRYSTAL

**ENTRIES CLOSE**  
30 August

**LATE ENTRIES CLOSE**  
06 September

**FINALISTS ANNOUNCED**  
03 October

**AWARDS NIGHT**  
29 November

## ENTRY CRITERIA

### Small Ship Cruise Line of the Year

This category is for Small Ship 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 limited to operators of vessels with a maximum passenger capacity of 250.

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

*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) A brief description of the ships you operate, destinations visited and staff to passenger ratio.
- b) Any significant achievements from the judging period.
- c) 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)  
What makes your small ship cruise line remarkable?  
**20 points**

**Question 3** (150 words max)  
How do you compete beyond price?  
**20 points**

**Question 4** (500 words max)  
Why should your company be crowned Small Ship 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**