



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

Business Class Airline of the Year

This category is for airlines with a specific focus on business class 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 open to airlines that have a distinct business class product. This is in contrast from first class, premium economy and economy classes. Judging will focus purely on the business class offering, irrespective of the inclusive nature of an airline's complete passenger offering. There are distinct categories for premium economy, economy and low cost carriers in The Travel Awards.

There are no restrictions preventing entrants into the Business Class Airline of The Year also entering the Low cost Airline of the Year, Economy Airline of the Year or Premium Economy Airline of the Year category should you fit the criteria.

There is no limit to the size of the airline, it's fleet, facilities or passenger capacity for 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) A brief description of the business class offering.
- b) Any significant achievements or developments from the judging period.

10 points

Question 2 (150 words max)
Please tell us about the USPs of your business class product.

20 points

Question 3 (500 words max)
How do you support corporate partners and engender loyalty with your customers?
20 points

Question 4 (500 words max)
Why should your company be crowned Business Class Airline 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