



# 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

### Economy Class Airline of the Year

This category is for airlines with a specific focus on economy 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.

Judging will focus purely on the economy class offering, irrespective of the inclusive nature of an airline's passenger offering. There are other distinct categories for premium economy, business class and low cost carriers in The Travel Awards program.

There are no restrictions preventing entrants into the Economy Airline of The Year also entering the Low cost Airline of the Year, Premium Economy Airline of the Year or Business Class Airline of the Year category should they 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 economy 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 economy class product.

**20 points**

**Question 2** (150 words max)  
How do you compete with your competitors beyond price?

**20 points**

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