



# The Travel Awards

MEDIA PARTNER

Better Homes and Gardens

PRINCIPAL PARTNER

CRYSTAL

**ENTRIES CLOSE**

30 August

**LATE ENTRIES CLOSE**

06 September

**FINALISTS ANNOUNCED**

03 October

**AWARDS NIGHT**

29 November

## ENTRY CRITERIA

### Premium Economy Class Airline of the Year

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

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

There are no restrictions preventing entrants into the Premium Economy Airline of The Year also entering the Low cost Airline of the Year, Economy Airline of the Year or Business Class 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 follow sections:

- a) A brief description of the premium economy offerings.
- 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 Premium Economy product.

20 points

**Question 3** (150 words max)

What is your development plan and goals for the next three years in the Australian market for this class?

20 points

**Question 4** (500 words max)

Why should your company be crowned Premium Economy 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