



The Travel Awards

MEDIA PARTNER

Better
Homes
and Gardens

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CRYSTAL

ENTRIES CLOSE
30 August

LATE ENTRIES CLOSE
06 September

FINALISTS ANNOUNCED
03 October

AWARDS NIGHT
29 November

ENTRY CRITERIA

Low Cost Airline of the Year

This category is for airlines that classify themselves a low cost carrier.

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 sell airfares at a lower rate than mainstream carriers. It includes carriers that do not include meals, extras, or surplus baggage allowance as part of a ticketed price.

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 airline's scale and operations.
- 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 low cost product.

20 points

Question 3 (150 words max)

How do you provide great service in a low cost model?

20 points

Question 4 (500 words max)

Why should your company be crowned Low Cost 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