



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

Rail Operator of the Year

This category is for rail operators and providers 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 for companies that retail tickets directly for rail operators or act as a GSA for rail operators.

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 brief description of the business offering and the regions/countries it operates in.
- Any significant achievements from the judging period.
- 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 judging period. 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 channels to market do you use to reach your customers (travel agents and/or consumers) and how do you quantify the effectiveness of those strategies?

20 points

Question 3 (150 words max)
How do you add value to the purchase path of your customers and/or travel trade partners?

20 points

Question 4 (500 words max)
Why should your company be crowned Rail Operator 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