



## 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

## Vehicle Hire Company of the Year

This category is for vehicle hire companies.

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 classify themselves as car hire and motorhome operators and rent/hire vehicles as aggregators. This can be more broadly defined as vehicle hire companies and can include companies that hire small and large cars, vans, campervans, caravans and motorhomes.

*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 what the business offers to customers, including target market.
- 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 past year. 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)  
Please tell us about the company's marketing endeavours.  
**20 points**

**Question 3** (150 words max)  
Please tell us about the business's USPs.  
**20 points**

**Question 4** (500 words max)  
Why should your company be crowned Vehicle Hire Company 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**