



## 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

### Hotel Group of the Year

This category is for hotel networks, chains and groups operating domestically and internationally with 11 or more properties within its group.

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.

The Travel Awards have three distinct categories relevant to the hotel sector. They are:

- 1) Hotel Group of the Year - for hotel networks, chains and groups operating domestically and internationally with 11 or more properties within its group (this category)
- 2) Hotel of the Year - for an individual hotel property of any size operating domestically or internationally
- 3) Boutique Hotel of the Year - for boutique hotels with 10 or less properties within its network.

Entrants may enter one or all of the hotel categories mentioned above, so long as they fit the criteria set out.

*Please answer the following questions*

**Question 1** (300 words max)

Please give an overview of the hotel group being put forward. The judges recommend detail on the following areas, but you may also provide further detail if you see fit:

- a) A brief description of the group, the number of properties and what the brand(s) represent.
- b) Any significant achievements from the judging period.
- c) Two examples of a product development within the group that have positively altered the brand's offering. (These can be either internal and behind the scenes initiatives, customer facing initiatives or trade facing initiatives.)

**15 points**

**Question 2** (300 words max)

Please tell us about the way in which you work with trade partners such as airlines, tourism boards and travel agents.

**20 points**

**Question 3** (150 words max)

Please tell the judges what sets the Hotel Group's brand(s) apart from your competitors.

**10 points**

**Question 4** (400 words max)

Why should your company be crowned Hotel Group 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).

**15 points**