



# The Travel Awards



**ENTRIES CLOSE**  
30 August

**LATE ENTRIES CLOSE**  
06 September

**FINALISTS ANNOUNCED**  
03 October

**AWARDS NIGHT**  
29 November

## ENTRY CRITERIA

### Hotel of the Year

This category is for an individual hotel or resort property of any size operating domestically or internationally.

There are no restrictions on whether the hotel/resort is owned by a large group, a boutique chain or a single entity. Judges will consider service, satisfaction, product offering, marketing and innovation.

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
- 2) Hotel of the Year - for an individual hotel property of any size operating domestically or internationally (this category)
- 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** (350 words max)  
Please give an overview of the hotel 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 hotel, its size, location, target market, and customer offering.
- b) Any significant achievements from the judging period.
- c) Three examples of occasions when the hotel has done something truly remarkable for its guests (you may interpret this question however you see fit).

**20 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)  
What makes the hotel stand out from the crowd and how does the hotel actively strive to do so?

**10 points**

**Question 4** (400 words max)  
Why should the property be crowned Hotel 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**