



# 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

### Boutique Hotel of the Year – 10 properties or less

This category is for boutique hotels with 10 or less properties within its network.

For the purposes of the judging process a boutique hotel is defined as, "A high quality small hotel or resort that has between 10 and 100 rooms in unique, high end or unusual settings."

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
- 3) Boutique Hotel of the Year - for boutique hotels with 10 or less properties within its network. (this category)

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/s being put forward. The judges recommend detail on the following areas, but you may also provide further details if you see fit:

- a) A brief description of the hotel/s, the number of properties and what the brand represents.
- b) Any significant achievements from the judging period.
- c) Two examples of a product development within the group and/or it's hotels 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)

What makes your boutique hotel/s 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 company be crowned Boutique 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)

**15 points**