



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

Online Booking Website of the Year

This category is for online booking websites.

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 an online booking website for travel product. Specifically, it is for companies or entities that do business via online channels.

Entrants may also own bricks and mortar assets but in answering the questions below the judges only wish to hear about the online side of the business.

It is open to any company that satisfies the above criteria and retails travel product to the general public.

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 (300 words max)

How do you ensure your platform is up to date with the constant changes in technology (CX, UX, UI etc), mobile device and consumer habits.

20 points

Question 3 (300 words max)

What channels to market do you use to reach your customers (trade and/or consumer)? Quantify the effectiveness of those strategies.

20 points

Question 4 (300 words max)

Why should your company be crowned Online Booking Website 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