



## 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

## Escorted Touring Company of the Year

This category is for Escorted Touring Companies with a base of operations in Australia.

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.

Specifically, this category is for companies with a base of operations in Australia that retail and operate touring holidays involving group accommodation, transport, experiences and tour guides, both domestically and overseas.

*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 in Australia 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)  
With escorted touring being such a competitive space how do you ensure your tours, trips and holidays remain unique, relevant and in demand?

**25 points**

**Question 3** (300 words max)  
Given the importance of retail partners please give three examples of how you engaged the travel trade successfully this year and quantify them where possible.

**25 points**

**Question 4** (300 words max)  
Why should your company be crowned Escorted Touring Company of The Year?

**30 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**