



## 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

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## Travel Agency of The Year (under 30 employees)

This category is for small to medium sized travel agencies with 29 or less employees.

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.

*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, staffing and an overview of operating budget. 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). Percentage growth in terms of profit, revenue and TTV are expected.

**10 points**

**Question 2** (150 words max)

How does the business excel at customer service delivery?

**20 points**

**Question 3** (300 words max)

During a time of continued disruption and re-invention within the travel agency landscape how has your company remained relevant to your customers?

**20 points**

**Question 4** (500 words max)

Why should your company be crowned Travel Agency of the Year (under 30 employees)?

**40 points**

**Question 5** (200 words max)

What does the company do to create great culture within the workplace and ensure strong staff retention?

**10 points**