



NTIA 2024

ENTRANT GUIDELINES
CATEGORY 11 – MOST OUTSTANDING
ONLINE TRAVEL AGENCY

GALA DINNER & AWARDS PRESENTATION
Saturday 18th November

OVERVIEW & SUBMISSION QUESTIONS

Please visit the ATIA website atia.travel/NTIA2024 to familiarise yourself with the Awards Process, including the Key Dates and Nominee, Finalist and Winner Determination.

STEP 1 – ENTRANTS TO SUBMIT A WRITTEN SUBMISSION

The submission questions are as follows. Please ensure your responses relate to the qualifying period which is 01 July 2023 - 30 June 2024.

The maximum score for questions 1, 4, 5, 6 & 7 is 10 and the maximum score for questions 2 & 3 is 4.

1. Provide a general overview of the nature and history of the business. (400 words)

- Be succinct in your response by outlining your company values and objectives, and its history.
- Demonstrate that your business is relevant to the eligibility criteria.

For Questions 2 & 3, all financial and other information provided will be treated as confidential and for the purpose of NTIA judging only. We appreciate that financial periods differ from business to business and so you may choose the reporting period that aligns with your business.

2. Provide an indication of the movement in your Total Transaction Value (TTV) compared to the previous financial year. In the awards portal, there will be a dropdown for you to select from one of the following brackets.

- 25% or more
- 15 – 24%
- 5 - 14%
- 0 - 4%
- Turnover decreased.

3. Provide an indication of your profit performance compared to the previous financial year.

In the awards portal, there will be a dropdown for you to select from one of the following brackets.

- 25% or more
- 15 – 24%
- 5 - 14%
- 0 - 4%
- Profit decreased / made a loss.

4. With regards to your responses in Q2 & 3, provide an explanation of the business strategies, practices, processes, and/or product offerings that have led to these results. (400 words)

- How is this different / evolved from previous years?
- Provide an example of how you were able to grow your TTV.
- Provide an example of how you were able to increase your profit performance.

Don't stop here, there's more questions on the next page.

SUBMISSION QUESTIONS CONTINUED –

For Questions 5, 6 & 7, your achievements should relate to the qualifying period which is 01 July 2023 – 30 June 2024.

5. Outline how your business integrates the ATAS Code of Conduct in its standard operations and marketing activities. (400 words)

- Provide examples of how ATAS is communicated to your staff / customers and how it is promoted within your marketing strategies.
- Explain why it is important for your business to be ATAS accredited.

6. What was your business' greatest achievement during the qualifying period? (400 words)

- Provide details about the achievement.
- Explain how this achievement aligned with the business goals and objectives.
- What were the tangible outcomes or results; what benefit did it bring to your business, team, or customers.

7. What are your plans to ensure the continuous improvement and sustainable growth of your business. (400 words)

- Briefly summarise your plan for the coming year and quantify these goals.

--- Submission Questions Ends ---

CATEGORY 11 – MOST OUTSTANDING ONLINE TRAVEL AGENCY

STEP 2 – FINALISTS TO ATTEND A VIRTUAL JUDGING INTERVIEW

The finalist interview questions are as follows. Please ensure your responses relate to the qualifying period which is 01 July 2023 - 30 June 2024. The maximum score for each question is 5.

1. Introduce yourself and the business you are representing.

- Think of this as an elevator pitch about your business; what services does your online agency offer?
- How does your business stand out from its competitors; what are its unique and outstanding features.

2. Describe your target market/s.

- Provide a breakdown of your main target market/s.
- Describe how your business identifies and understands the needs of these target markets.
- What are your marketing activities against each market, e.g., advertising, sales visits, co-operative campaigns.
- Outline the results of your marketing activities.

3. How does your business ensure a consistent standard of quality, service, and support in an online environment?

- Outline the strategies, processes and/or online platforms that have been implemented to ensure a seamless online experience.
- How is your business' direct booking platform different from your competitors?
- Summarise how your business has still be able to maintain a personal touch in customer interactions despite operating in an online environment.
- This may include your website, booking engine, social media channels, external review websites, net promoter score (NPS) google analytics, chatbot, and other emerging technologies.
- How is success measured?

4. What staff development activities has the business conducted during the qualifying period?

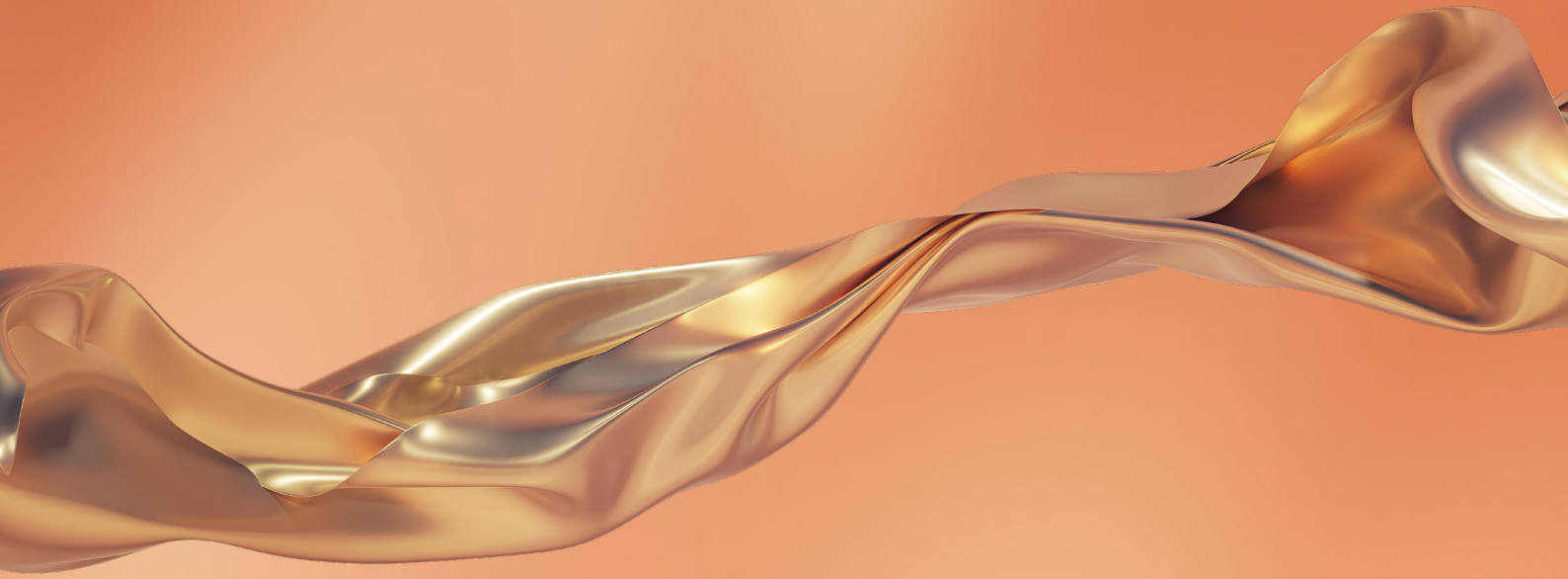
- These may include in-house training, incentives, supplier information briefings, etc.
- How have these initiatives improved your business?
- Provide results e.g. increased customer satisfaction, lower staff turnover, etc.

5. How does your business provide value to its suppliers, and how do you report on this?

- Briefly outline the key areas where your business interacts with and supports suppliers.
- Summarise the ways your business provides values to suppliers. Consider aspects such as market reach, increased bookings, customer insights, marketing and promotional support, and/or operational efficiencies.
- How do you measure and report the value provided to suppliers; how is this information presented back to the supplier. For example, sales growth, feedback summaries, meetings.

6. Why do you believe that your business is the 'Most Outstanding' amongst the finalists?

- Highlight any key achievements from the qualifying period.
- This is also your opportunity to offer general comments or elaborate on any information you feel may be lacking from your submission or interview.



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