



NTIA 2024

ENTRANT GUIDELINES
CATEGORIES 21 & 22 – MOST OUTSTANDING
TOUR OPERATOR SPECIALISED & GLOBAL

GALA DINNER & AWARDS PRESENTATION
Saturday 18th November

CATEGORIES 21 & 22 – MOST OUTSTANDING TOUR OPERATOR SPECIALISED & GLOBAL

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 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. Provide a general overview of the nature and history of the business.

- 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; outline the tour packages and destinations you service.

2. Describe your target market/s.

- Provide a breakdown of your main target markets.
- 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. What staff development activities has the business conducted during the qualifying period?

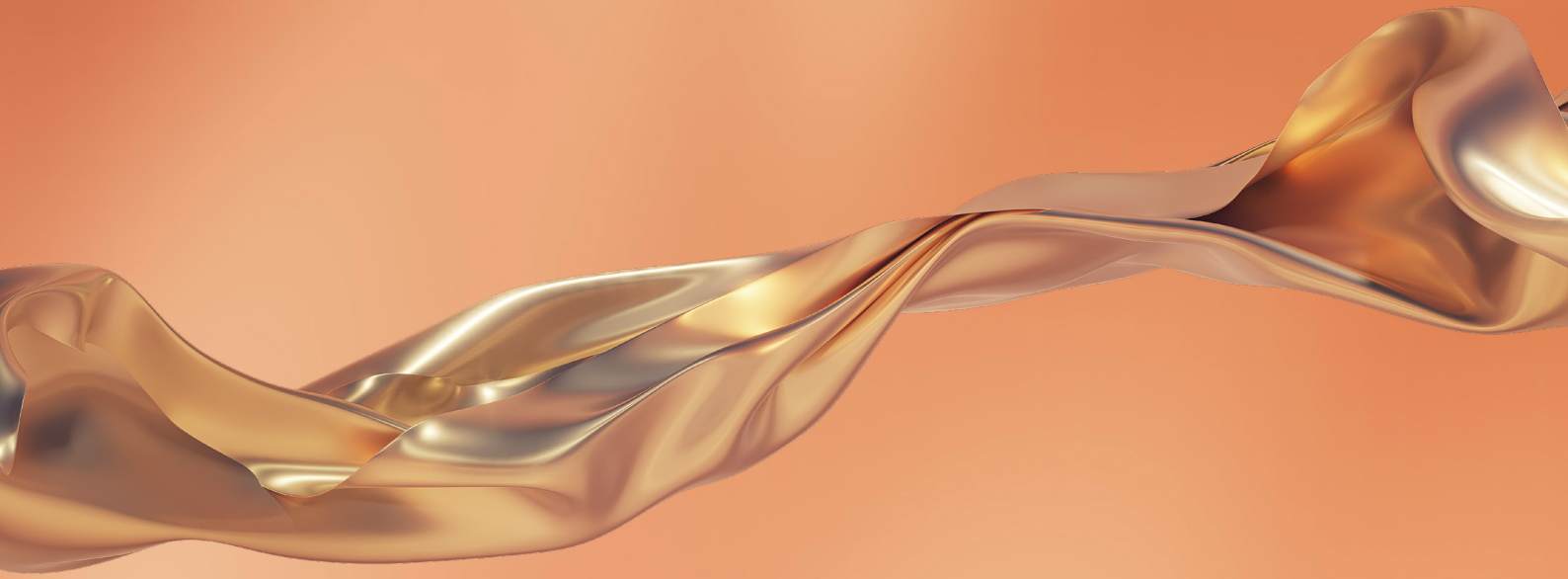
- These may include in-house training, incentives, information briefings, etc.
- How have these initiatives improved your business?
- Provide results e.g., increased staff satisfaction, lower staff turnover, etc.

4. Outline how your business integrates the ATAS Code of Conduct in its standard operations and marketing activities.

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

5. What is the business' outlook for the coming year?

- What opportunities and challenges do you foresee for the tours you operate?
- What are some of your plans to address these?
- What are some of your key learnings from the last 12 months which can be applied to the coming year?



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