NTIA 2024

ENTRANT GUIDELINES
CATEGORY 23 & 24 - MOST OUTSTANDING WHOLESALER PRODUCT / SERVICE & DESTINATION / EXPERIENCE

GALA DINNER & AWARDS PRESENTATION
Saturday 18th November

CATEGORY 23 & 24 – MOST OUTSTANDING WHOLESALER PRODUCT / SERVICE & DESTINATION / EXPERIENCE

Please visit the ATIA website atia.travel/NTIA2024 to familarise 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 your wholesaler business.**
   - Be succinct in your response by outlining your product range; is it extensive and diverse.
   - Demonstrate that your business is relevant to the eligibility criteria.

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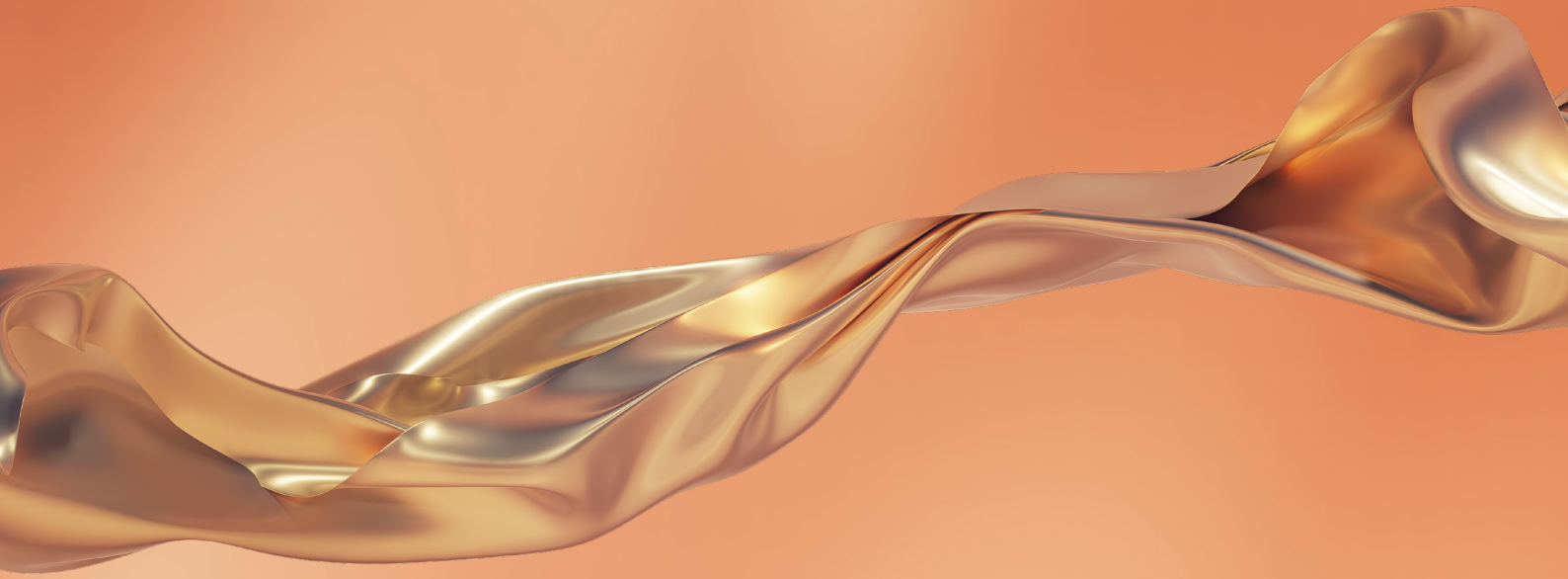   - These may include in-house training, incentives, information briefings, etc.
   - How have these initiatives improved your business?
   - Provide results e.g., increased staff satisfaction, lower staff turnover, etc.

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 upcoming year?
   - 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?