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**ENTRANT GUIDELINES -  
ATAS BUSINESS CATEGORIES  
21 - 24**

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Gala Dinner & Awards Presentation  
SATURDAY 18<sup>TH</sup> NOVEMBER

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# OVERVIEW FOR CATEGORIES 21 - 24

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## Categories & Eligibility Criteria

Please visit the AFTA website ([www.afta.com.au](http://www.afta.com.au)) for the list of NTIA 2023 categories and eligibility criteria.

## Awards Process for Tour Operator and Wholesaler Categories

**Nominations:** This category is subject to peer nomination. Following nominations, a two-step process will be used to determine the winner in this category.

**Step 1:** Eligible nominees will be asked to accept their peer nomination. Once the nominees have been confirmed and announced, there will be a three week voting period. The top 5 voted nominees will be confirmed as finalists.

**Step 2:** Finalists will be required to provide a written submission which will be scored by a panel of judges.

**Winner Determination:** The winner will be determined by the finalist with the highest combined score, and announced at the NTIA Gala Dinner and Awards presentation.

## Voting Instructions

- Eligible nominees will be contacted during the week of 24/07/23 to accept their peer nomination.
- The voting period will commence on 28/08/23 and conclude on 15/09/23.
- Finalists will be announced during week starting 18/09/23.

## Submission Instructions

- Finalists are then required to submit a **written submission** addressing their category questions. This is listed in the following pages.
- Each question will have a word limit. Any text after this word limit will not be assessed.
- Nominees will be able to submit their written responses to the awards portal between 25/09/23 and 13/10/23. That is, submissions will close 13/10/23.
- Please ensure your responses relate to achievements over the last 12months, from July 2022 – June 2023.

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# SUBMISSION TERMS EXPLAINED

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Below is an explanation of the instruction works you may come across in the submission questions.

## Articulate

Express your ideas clearly and succinctly.

## Compare

Identify similarities and differences between concepts, ideas or time frames.

## Demonstrate

Show by example / evidence.

## Describe

Provide a detailed explanation about the process / operation / feature.

## Explain

Give a reason for; say why something occurred or came to be.

## Outline

List the key features without going into intricate details; provide a high level overview.

## Summarise

Give a condensed version that includes the main facts and omits irrelevant information.

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# CATEGORY 21 & 22 - MOST OUTSTANDING TOUR OPERATOR - SPECIALISED & GLOBAL

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## Submission Questions

- 1. Provide a general overview of the nature and history of the business. (200 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.
- 2. In the last 12 months, how has your business adapted to the changing landscape of the travel industry. (400 words)**
  - Compare any strategies or initiatives introduced to support your direct customers (i.e., travellers that book directly with you).
  - For example, embracing digital technologies and/or distribution channels, increased focus on delivering a personalised experience, strategic collaborations within the travel industry.
  - More marks will be awarded where respondents demonstrate how ATAS is incorporated into the daily operations and marketing activity of the business.
- 3. What are your plans to ensure the continual improvement and sustainable growth of your business?? (400 words)**
  - Summarise your plan for the coming year, for travel agency partners and direct customers, and quantify these goals – ensuring they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound).
  - Describe your approach to providing services to travel agency partners and direct customers.

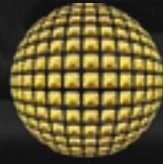
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# CATEGORY 23 & 24 - MOST OUTSTANDING WHOLESALER - PRODUCT/SERVICE & DESTINATION/EXPERIENCE

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## Submission Questions

- 1. Provide a general overview of your wholesaler business. (200 words)**
  - Be succinct in your response by outlining your product range; is it extensive or diverse.
  - Demonstrate that your business is relevant to the eligibility criteria.
- 2. In the last 12 months, how has your business adapted to the changing landscape of the travel industry. (400 words)**
  - Compare any strategies or initiatives introduced to address key challenges or issues.
  - More marks will be awarded where respondents demonstrate how ATAS is incorporated into the daily operations and marketing activity of the business.
- 3. What are your plans to ensure the continual improvement and sustainable growth of your business?? (400 words)**
  - Summarise your plans for the coming year and quantify these goals, ensuring they are SMART (Specific, Measurable, Attainable, Relevant and Time Bound).
  - Outline your strategies for achieving these goals.
  - Describe your approach to establishing new strategic partnerships and/or enhancing your product range.



NATIONAL TRAVEL  
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# NTIA 2023