



ENTRANT GUIDELINES

**CATEGORIES 23 & 24 – WHOLESALER PRODUCT/
SERVICE & DESTINATION/EXPERIENCE**

GALA DINNER & AWARDS PRESENTATION
Saturday 10th October 2026

Categories 23 & 24 – Most Outstanding Wholesaler Product/Service & Destination/Experience

STEP 2 - FINALISTS TO ATTEND A VIRTUAL JUDGING PRESENTATION

Key things to remember

- Each question will be scored out of 10 points.
- You will receive another score out of 10 for each of the following criteria: delivery & engagement, knowledge and content, structure and organisation, quality of examples or evidence to support discussion, and visual quality of the presentation.
- We recommend spending 3–4 mins to answer each pre-set question, so that you have sufficient time to briefly greet the judges and respond to any clarifying questions.

1. Provide a general overview of your wholesaler business and its target market.

- Be succinct in your response by outlining your product range; is it extensive and diverse.
- Provide an overview of your Australian operations and breakdown of your main target market segment/s.
- Demonstrate how your business is relevant to the eligibility criteria.

2. How have you supported your travel business partners during periods of disruption or uncertainty.

- Outline the support you've provided to assist your travel business partners, and the communication strategies you implemented to keep them updated.
- Describe any proactive measures you have since put in place, to better support partners in future periods of uncertainty.

3. 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.

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

- How do you ensure that your staff and customers are aware of your ATIA Accreditation?
- Provide examples of how you promote your ATIA Accreditation.
- Explain why it is important for your business to be ATIA 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?

The logo for the Australian Travel Industry Association (ATIA) is centered in the image. It consists of the letters 'ATIA' in a bold, white, sans-serif font. The 'A' and 'I' are connected at the top, and the 'T' and 'A' are also connected at the top. The letters are white and stand out against the dark blue background.

Australian Travel
Industry Association