



ENTRANT GUIDELINES
CATEGORIES 21 & 22 - TOUR OPERATOR
SPECIALISED & GLOBAL

GALA DINNER & AWARDS PRESENTATION
Saturday 10th October 2026

Categories 21 & 22 – Most Outstanding Tour Operator Specialised & Global

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 your tour operator business and its target market/s.

- Be succinct in your response by outlining your company values and objectives, as well as business operations in Australia/globally.
- Provide a breakdown of your main target market/s.
- Outline the tour packages, products & services and destinations you service.
- Demonstrate that your business is relevant to the eligibility criteria.

2. How do you ensure that your team members and travel agency partners are confident in their knowledge of the tours you operate?

- Describe how do you ensure your team remains knowledgeable and capable of delivering strong sales?
- Outline the training tools or resources you provide to agency partners, to boost their confidence.

3. How have you supported your travel agency partners during periods of disruption or uncertainty.

- Outline the support you 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.

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 is the biggest opportunity and challenge 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?

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.

ATIA

Australian Travel
Industry Association