



ENTRANT GUIDELINES
CATEGORY 19 – BRANDED TRAVEL AGENCY
GROUP

GALA DINNER & AWARDS PRESENTATION
Saturday 10th October 2026

Category 19 – Most Outstanding Branded Travel Agency Group

STEP 1 - ENTRANTS TO SUBMIT A WRITTEN SUBMISSION

Key things to remember

- Please ensure your responses relate to the qualifying period which is 01 July 2025 - 30 June 2026.
- The maximum score for questions 1, 4, 5, 6 & 7 is 10. Each question will have a different weighting which is noted below.

1. Provide a general overview of your business. (400 words, weighted at 10%)

- Think of this as an elevator pitch about your business; what services does your business offer?
- How does your business stand out from its competitors; what are its unique and outstanding features?
- Demonstrate that your business is relevant to the eligibility criteria.

For Questions 2 & 3, all financial and other information provided will be treated as confidential and for the purpose of NTIA judging only. We appreciate that financial periods differ from business to business and so you may choose the reporting period that aligns with your business.

2. Provide an indication of the movement in your Total Transaction Value (TTV) compared to the previous financial year. In the awards portal, there will be a dropdown for you to select from one of the following brackets.

- 25% or more
- 15 – 24%
- 5 - 14%
- 0 - 4%
- Turnover decreased.

3. Provide an indication of your profit performance compared to the previous financial year. In the awards portal, there will be a dropdown for you to select from one of the following brackets.

- 25% or more
- 15 – 24%
- 5 - 14%
- 0 - 4%
- Profit decreased / made a loss.

For Questions 4, 5, 6 & 7, your achievements should relate to the qualifying period which is 01 July 2025 – 30 June 2026.

4. Outline how your business integrates the Code of Conduct in its standard operations and marketing activities. (400 words, weighted at 25%)

- What steps do you take to ensure compliance with the Code of Conduct?
- 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 was your business' greatest achievement during the qualifying period? (400 words, weighted at 25%)

- Provide details about the achievement.
- Explain how this achievement aligned with the business goals and objectives.
- What were the tangible outcomes or results; what benefit did it bring to your business, team, or customers.
- What led you to identify this as your biggest achievement?

6. What are your plans to ensure the continuous improvement and sustainable growth of your business. (400 words, weighted at 25%)

- Briefly summarise your plan for the coming year and quantify these goals.
- Explain how you could achieve these goals over the next 12 months?

7. What makes your business the “Most Outstanding” and worthy of recognition as an NTIA Finalist? (400 words, weighted at 15%)

- This is your opportunity to offer general comments or elaborate on any information you feel may be lacking in your responses above.

STEP 2 - FINALISTS TO ATTEND A VIRTUAL JUDGING PRESENTATION

Key things to remember

- Please ensure your responses relate to the qualifying period which is 01 July 2025 - 30 June 2026.
- The maximum score for each question is 10.
- You will receive another score of out 10 for each of the following criteria: interpersonal communication, knowledge & content, structure of responses, quality of examples, and use of visual aids.

1. Describe your brand and how is this presented to the customer?

- Briefly outline how the brand is presented to consumers and the value that it brings to the business. How is this different to your competitors?
- What strategies does your brand use (e.g., branded storefronts, franchises, independent contractors) and how has it been successful for your business.
- Why does having a single brand strategy work for your group?

2. How does your group ensure a standard of quality in your customer service?

- Explain how you ensure that customers receive quality service.
- Describe how this process is monitor and your quality assurance procedures.
- Provide evident of customer satisfaction e.g. repeat business, referrals, etc.

3. Explain how your travel agency group demonstrates its value to suppliers?

- Summarise the ways your group / stores / locations interact with and 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, meeting.

4. What is the group's outlook for the coming year?

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

5. Judges' choice question

