



ENTRANT GUIDELINES

**CATEGORY 35 – MOST OUTSTANDING TRAVEL
SUPPORT SERVICES**

GALA DINNER & AWARDS PRESENTATION
Saturday 10th October 2026

Category 35 – Most Outstanding Travel Support Services

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 travel support service.

- Outline the key aspects of your support service, its practical applications, and how long it's been operational for.
- Assume the judges have no prior knowledge of your support service

2. How do you ensure that your team members and travel agency partners are confident in their knowledge of your product / service.

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

3. What innovations or improvements has your business introduced in the past 12months to better support your users.

- Summarise the innovation or improvement that was introduced in response to the challenges that your travel agency partners were experiencing; what need was it designed to address.
- Describe the benefits to your travel business partners e.g., cost savings, automating manual tasks
- Provide examples of customer satisfaction.

4. 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.

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.

ATIA

Australian Travel
Industry Association