



ENTRANT GUIDELINES

**CATEGORY 02 – MOST OUTSTANDING
TRAVEL AGENCY MANAGER**

**GALA DINNER & AWARDS PRESENTATION
Saturday 18th October 2025**

CATEGORY 02 – MOST OUTSTANDING TRAVEL AGENCY MANAGER

Please visit the ATIA website atia.travel/NTIA2025 to familiarise yourself with the Awards Stages, Judging Information and Key Dates.

STEP 1 – ENTRANTS TO SUBMIT A VIDEO SUBMISSION

Key things to remember

- Your video submission should be 10mins max.
- Your responses should relate to the qualifying period which is 01 July 2024 - 30 June 2025.
- Each question will be marked out of 10, then weighted according to the percentages listed below.

1. What strengths and skills do you bring to your role as a manager? (2mins, weighted at 15%)

- Be specific when listing your strengths and skills.
- Explain how these strengths and skills contribute to your role as a manager.
- Outline any significant achievements during the qualifying period as a result of these strengths and skills.

2. How have you displayed outstanding conduct? (2mins 30secs, weighted at 25%)

- Describe the ways you ensure your team provides value to their clients when booking and managing travel.
- Demonstrate how you manage your team to ensure a standard of quality in customer service.
- Provide evidence of team satisfaction.

3. What actions have you taken to enhance your professional development and support your team members? (2mins 30secs, weighted at 25%)

- Outline any professional development initiatives you have undertaken during the last 12months that have benefited your team.
- Outline your leadership values and demonstrate how you inspired, motivated, and supported your team.
- Explain how the overall team morale was strengthened because of your leadership.

4. How do you embrace ATIA Accreditation in your role? (2mins, weighted at 25%)

- In what ways do you contribute to ATIA's vision of elevating industry standards?
- Explain how you train your staff and ensure that they are familiar with the [Code of Conduct](#).
- Explain how you raise awareness to your team and customers about the benefits of booking with an ATIA Accredited Agency.

5. Why do you believe you should be a NTIA Finalist? (1min, weighted at 10%)

- Explain what makes you the outstanding travel agency manager.
- Provide a well thought-out and logical response.
- Articulate your response by substantiating any of the answers given above.

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STEP 2 – FINALISTS TO ATTEND A VIRTUAL JUDGING INTERVIEW

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: interpersonal communication, knowledge & content, structure of responses, quality of examples, and personal presentation.
- We recommend spending approximately 5mins to answer each pre-set question, so that you have sufficient time to also greet the judges and respond to the judges' choice question/s.

1. Introduce yourself.

- Think of this as an elevator pitch about yourself. Provide details of your experience within the industry and your current role (for example, how long have you been in a managerial position, what is the size of the team you lead, and/or what is the scope of your responsibilities).

2. Provide an example of when your management skills contributed to the successful performance of the business / company.

- Examples can be growth in sales, turnover, revenue, marketing share, brand awareness, etc.
- Summarise the situation or context in which your skills came into play.
- Describe how your management skills were leveraged during this situation and any critical decisions that needed to be made.

3. In your opinion, what is the biggest challenge facing the travel industry in Australia?

- Identify the challenge, where could this have stemmed from, and what are some possible solutions?
- Scores will be awarded based on the finalist's ability to articulate a well thought-out and logical response to the question.

4. Based on your experience, how can we attract more people to the travel industry?

- What strategies would you suggest other managers to consider, to attract and retain talent.
- Scores will be awarded based on the finalist's ability to articulate a well thought-out and logical response to the question.

5 - Judges' choice questions.