



## **ENTRANT GUIDELINES**

**CATEGORY 15 & 16- MOST OUTSTANDING  
INDEPENDENT & BRANDED LEISURE TRAVEL AGENCY**

**GALA DINNER & AWARDS PRESENTATION  
Saturday 18<sup>th</sup> October 2025**

# OVERVIEW & SUBMISSION QUESTIONS

Please visit the ATIA website [atia.travel/NTIA2025](https://atia.travel/NTIA2025) to familiarise yourself with the Awards Stages, Judging Information and Key Dates.

## 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 2024 - 30 June 2025.
- 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; where 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.

*Don't stop here, there's more questions on the next page.*

## SUBMISSION QUESTIONS CONTINUED –

*For Questions 4, 5, 6 & 7, your achievements should relate to the qualifying period which is 01 July 2024 – 30 June 2025.*

**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.

--- Submission Questions Ends ---



# CATEGORY 15 & 16 – MOST OUTSTANDING INDEPENDENT & BRANDED LEISURE TRAVEL AGENCY

## 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 2024 - 30 June 2025.
- 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. Tell us about your client base.

- What is the percentage of new and return clients?
- How do you plan to grow your client base in the coming year?
- What new initiatives have been introduced during the qualifying period that better support your clients?
- Given the increased demand for travel agency services, how does your business balance servicing its existing clients whilst handling enquiries from potential clients?

### 2. Explain how you ensure a standard of quality in your customer service?

- Explain how you ensure that customers receive quality service.
- Demonstrate how you monitor this process and your quality assurance procedures for all aspects of this.
- Provide evidence of customer satisfaction.

### 3. What staff development activities has the business conducted during the qualifying period?

- These may include in-house training, incentives, supplier information briefings, etc.
- How have these initiatives improved your business?
- Provide results e.g. increased staff satisfaction, lower staff turnover, etc.

### 4. 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.

### 5. Judges' choice question.