



ENTRANT GUIDELINES

**CATEGORIES 21 & 22 – MOST OUTSTANDING
TOUR OPERATOR SPECIALISED & GLOBAL**

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

CATEGORIES 21 & 22 – MOST OUTSTANDING TOUR OPERATOR SPECIALISED & GLOBAL

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

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 approximately 4-5mins 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 the nature and history of the business.

- Be succinct in your response by outlining your company values and objectives, history and business operations in Australia as well as globally.
- Demonstrate that your business is relevant to the eligibility criteria.
- Outline the tour packages, products & services and destinations you service.

2. Describe your target market/s in the Australian market.

- Provide a breakdown of your main target market segment/s.
- Describe how your business identifies and understands the needs of these target market/s.
- What marketing activities do you undertake to target each segment, e.g. advertising, sales visits, cooperative campaigns, sales promotions, incentives & social media.
- Outline the results achieved by these marketing activities.

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

- How invested in staff development are you and is it addressed formally or informally e.g., in-house training, incentives, information briefings, familiarisations etc?
- How have these initiatives improved your business outcomes? Provide quantified results e.g., increased staff satisfaction, lower staff turnover, etc

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 opportunities and challenges do 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?