



ENTRANT GUIDELINES

**CATEGORY 35 – INNOVATION IN
TRAVEL SUPPORT SERVICES**

GALA DINNER & AWARDS PRESENTATION
Saturday 18th October 2025

CATEGORY 35 – INNOVATION IN TRAVEL SUPPORT SERVICES

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 WRITTEN SUBMISSION

Key things to remember

- Your responses should relate to the qualifying period which is 01 July 2024 - 30 June 2025.
- The maximum score for each question is 10.
- This category recognises programs and projects that have successfully leveraged technology solutions to create products which add value to travel agents and/or their travellers.

1. Provide a general overview of your travel support service. (300 words)

- Be succinct in your response by outlining the key aspects of your support service and practical applications

2. During the qualifying period, what innovative solutions has your business implemented to add value to ATIA Accredited travel business partners? (500 words)

- ATIA Accredited travel businesses include travel agencies, tour operators, wholesalers and consolidators.
- Outline the challenges that your ATIA Accredited travel business partners were experiencing.
- Summarise the strategies or initiatives that have been introduced in response. What was the primary objective of the service - what need was it designed to address, and are there any competitor products?
- Explain how your solution is innovative, unique, or different from your competitors.
- For example, integrating existing technology, development and implementation of new technologies, streamlining booking processes, training and education opportunities, marketing support.

3. How long has the innovative solution been operational? What has been the uptake of your innovative solutions? (400 words)

- Describe the benefits to your ATIA Accredited travel business partners e.g., cost savings, automating manual tasks.
- Summarise how your innovative solutions have positively impacted the overall customer experience.
- Demonstrate, and provide examples of, customer satisfaction.

4. Is the innovative solution a success? How is this determined? (400 words)

- What feedback have you received from your ATIA Accredited travel business partners?
- Have you made any improvements or adjustments based on the above feedback?
- Were there any specific goals or KPIs determined at the onset, and were they achieved?