
2019 NTIA ENTRANT GUIDELINES

Category 9 – Best Online Travel Agency (OTA)

This award recognises an online travel agency that, based on the following criteria, demonstrates best practice in agency management, service delivery and a company that has 90% of its revenue coming from the internet and being transacted via an automated process using software.

Eligibility Criteria:

- Entrants must be an ATAS accredited agency
- More than 90% of company's revenue must come from the internet and be transacted via an automated process using software
- Companies who have a website only (no shop front) but receive greater than 10% of their bookings over the phone are not eligible for this category.

Winner Determination:

A two-step process is used to determine the winner in this category.

Step-one: Companies nominated must accept their nomination by completing a few short questions. The answers will be marked by a University level marker. The five (5) highest scoring Nominees will proceed through to being a Finalist in this category. This means that there is NO voting for this category.

Step-two: Companies who reach the Finalist stage are required to make a presentation to the AFTA NTIA Judging Panel in Sydney between Wednesday 12 – Friday 21 June 2019. As per the Conditions of Entry Finalists must be available for their allocated date and time of judging.

The winner will be determined by the company who has the highest combined score from step-one and step-two.

Step-one: Nomination Submission Questions:

1. Accurately provide company contact information
2. Provide an indication of the movement in your Total Transaction Value (TTV) compared to the previous year
3. Provide an indication of your Profit performance compared to the previous year
4. Provide any additional information that you deem relevant towards explaining your current financial position (max 500 words)
5. Explain how your company embraces ATAS in its daily operations and marketing activity (max 500 words)
6. Provide an overview of your short-term business objectives (max 500 words)
7. Provide an overview of your long-term business objectives (max 500 words)
8. Provide any other general comments that support the information you have provided in this nomination submission (max 500 words)

Sep-two: Presentation before a Judging Panel:

Helpful Information:

- Presentation is limited to a maximum of 30 minutes – please time your presentation to meet the criteria as additional time will not be permitted.
- Please do not consider your presentation a sales/promotional call, but rather as an analysis of your business. Please ensure that you address all aspects of the criteria in a logical and thorough manner.
- A laptop and TV screen will be provided for PowerPoint presentations. AFTA uses a PC with Microsoft Windows 8 and PowerPoint 2010. Please ensure that your presentation is compatible with these systems as alternate laptops will not be permitted. We are unable to play your presentation in any Mac based format.
- As the presentation will be displayed on the TV screen and or a projector screen, please make sure the fonts on each slide are a reasonable size and can be viewed from the other side of the room.
- Please bring your PowerPoint presentation (if applicable) saved on the NTIA Finalist USB stick provided, along with one (1) copy of the presentation. Please note that these will not be returned following the presentation
- Please ensure your presentation addresses the category entered – Best Travel Online Travel Agency (OTA)
- Please base the presentation on achievements in the 12 months: 15 February 2018 through to 15 February 2019.
- Presenters should wear casual business attire or uniform to the Judging Presentation.
- You are required to present in the order outlined below, if you do not present in the order below, it can effect your score significantly.

Presentation Questions:

Please include a brief overview of your company.

- 1. Provide a general overview of the nature and history of the business.**
To answer this, describe the unique and outstanding features of your business' values and objectives. Demonstrate that you are accredited under the ATAS scheme. Be brief but dynamic.
- 2. Describe your target market/s – define and provide a breakdown of who your key markets are and how you source, develop and grow your business.**
 - Provide a breakdown of your key markets.
 - Outline your major marketing activities against each target group.
 - Describe how you promoted/marketed your business to each market segment e.g. advertising, sales visits, co-operative campaigns.
 - Describe your client retention activities.
 - Describe the results of your marketing activities
- 3. What staff development activities have been conducted during the qualifying period? E.g. in-house training, incentives, attendance at supplier information briefings, etc.**
How did the staff development programmes improve your business?

Provide results, e.g. increased customer satisfaction, lower staff turnover, etc. Include self-development programmes if applicable.

4. Digital Diversity.

Describe how as an OTA you use the internet, social and other modern mediums to differentiate your business from the traditional travel agency environment. This may include social media connections, channel specific strategies or google analytics.

5. Does your company have a policy on environmental, social and local community issues and how is this evidenced?

Include details of your policy(ies) and established practices, examples of your policy(ies) in practice and commitment to future issues.

All financial and other information provided will be treated as confidential.

Graphs and charts which indicate the growth of the business may be included (if applicable) and should be accompanied by a clear explanation and be easy to read. Demonstrating growth through percentages is also acceptable.