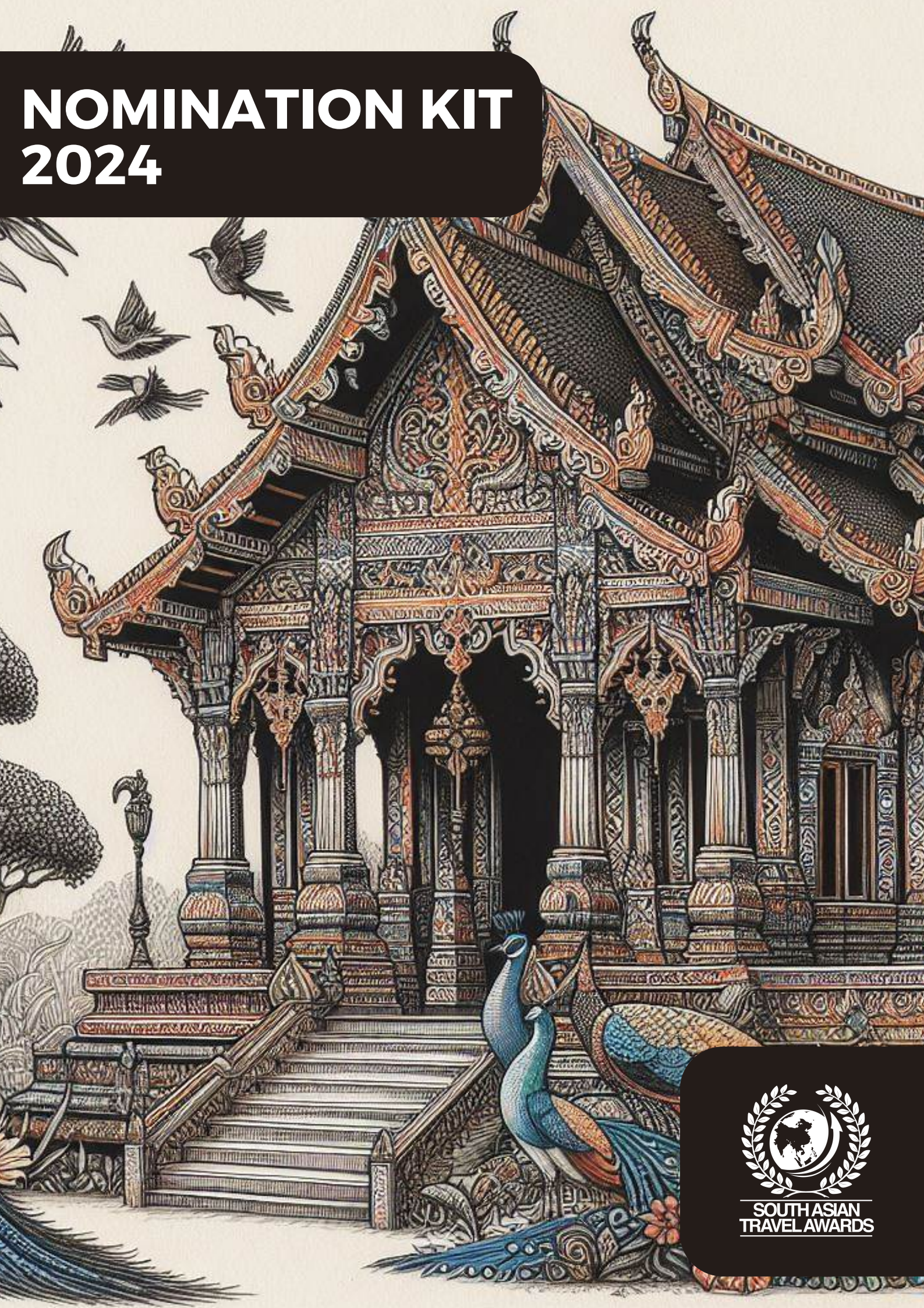


NOMINATION KIT 2024





Welcome to South Asian Travel Awards (SATA) the official event Celebrating the finest of South Asian hospitality. The South Asian Travel Awards is a regional Travel Award endorsed by Multi National Associations providing the Tourism sector of the South Asian Region with recognition towards their facilities and service excellence. The South Asian Travel Awards aims to encourage and raise service standards within the regions of the Tourism industry.

The brand is one of its kind with affiliations from regional associations ensuring the process within a smooth and transparent procedure. The judging panel consists of high profile senior representatives selected from destinations with vast knowledge and background of the industry to assure an accurate and fair process.

Hospitality Industry enthusiasts from all around Sri Lanka, India, Nepal, Bhutan Bangladesh and Maldives will visit the event to witness and network business ideas with brands, and be informed about the latest hospitality industry services in the region through SATA.



SOUTH ASIAN TRAVEL AWARDS

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CATOGORIES

- Best Promotion Campaign
- Leading Adventure / Sports Tour Operator
- Leading Airport Hotel / Resort
- Leading All-inclusive Resort
- Leading Beach Resort
- Leading Boutique Hotel/Resort
- Leading Budget Hotel
- Leading Business Hotel
- Leading City Hotel (40 Rooms above)
- Leading City Hotel (40 Rooms below)
- Leading Convention Center
- Leading Cruising Travel Agent
- Leading Designer Hotel/Resort
- Leading Destination Promoter
- Leading Dive Center / Brand
- Leading Dive Resort
- Leading Eco-Friendly Resort
- Leading F&B Hotel/Resort
- Leading Family Resort
- Leading Fine Dining Outlet in Hotel/Resort
- Leading Floating Luxury Cruise/Safari
- Leading GSA
- Leading Heritage Hotel/Resort
- Leading House boat
- Leading Liveaboard
- Leading Luxury Hotel/Resort
- Leading Meeting and Conference Hotel/Resort
- Leading Palace Hotel
- Leading PSA
- Leading Hill Resort / Hotel
- Leading Resort / Hotel Brand
- Leading Riverfront Hotel/Resort
- Leading Supervision Agent (General Aviation Service)
- Leading Surf Hotel/Resort
- Leading Tourist Transport Provider (Air)
- Leading Tourist Transport Provider (Land/Sea)
- Leading Travel Agent - Inbound
- Leading Travel Agent - Outbound
- Leading Wedding Hotel/Resort
- Leading Wellness and Spa Resort
- Leading Wildlife Lodge, Tented Camp
- Leading Yacht Marina Hotel / Resort
- Most Romantic Resort
- Nishan Seneviratne Best CSR Programme





BEST PROMOTION CAMPAIGN

- **Creativity and Innovation:** Describe the creativity and innovation demonstrated in the promotional campaign.
- **Impact:** Provide evidence of the campaign's impact on brand visibility, engagement, and customer acquisition.
- **Target Audience:** Explain how well the campaign targeted and resonated with the intended audience.
- **Multichannel Approach:** Describe the use of multiple channels (social media, print, events, etc.) in the campaign.
- **Results and Metrics:** Present quantifiable results such as increased bookings, website traffic, or social media followers.
- **Campaign Originality:** Discuss the uniqueness and originality of the promotional campaign compared to competitors.
- **Integration of Technology:** Explain the use of technology or digital tools in the campaign.
- **Collaborations and Partnerships:** Highlight any collaborations or partnerships that enhanced the campaign's reach and effectiveness.
- **Sustainability:** Discuss any sustainable practices incorporated into the campaign.
- **Customer Feedback:** Include customer feedback and testimonials related to the campaign.

LEADING ADVENTURE/SPORTS TOUR OPERATOR

- **Variety of Activities:** Describe the range of adventure or sports activities offered to customers.
- **Safety Measures:** Explain the safety protocols and measures implemented for participants.
- **Customer Experience:** Provide testimonials and feedback from satisfied customers.
- **Expert Guides:** Highlight the expertise and qualifications of guides leading the activities.
- **Sustainability Initiatives:** Describe any eco-friendly or sustainable practices integrated into the tours.
- **Awards and Recognition:** Mention any awards or recognition received in the adventure/sports tourism industry.
- **Customization:** Explain the ability to tailor tours according to the preferences of individual or group travelers.
- **Local Community Engagement:** Describe initiatives that benefit local communities or involve local residents.
- **Customer Education:** Explain how the tour operator educates customers about the environment, local culture, or sports activities.
- **Adventure/Sports Equipment:** Detail the quality and safety standards of the equipment provided to participants.



LEADING AIRPORT HOTEL/RESORT

- **Airport Hotels** are properties that cater to air travellers with unmatched convenience and tailored services with their ability to the specific needs of air travellers.
- **Proximity and Convenience:** Describe the proximity of the hotel/resort to the airport and convenience for travelers.
- **Services and Amenities:** Highlight the range of services and amenities offered to guests.
- **Guest Satisfaction:** Provide guest satisfaction scores and testimonials related to airport hotel/resort stays.
- **Shuttle Services:** Detail any shuttle services provided to and from the airport.
- **Business Facilities:** Describe facilities for business travelers, such as conference rooms and Wi-Fi services.
- **Sustainability Initiatives:** Explain eco-friendly practices and initiatives implemented within the hotel/resort.
- **Accessibility Features:** Highlight features and services catering to travelers with disabilities.
- **Food and Beverage Options:** Describe the variety and quality of dining options available to guests.
- **Airport Lounge:** If applicable, detail the services and facilities offered in the airport lounge for hotel/resort guests.
- **Customer Service:** Provide examples of exceptional customer service experiences for guests arriving or departing from the airport.

LEADING ALL-INCLUSIVE RESORT

- **Comprehensive Packages:** Describe the inclusivity of packages, including accommodation, meals, activities, and amenities.
- **Range of Activities:** Highlight the variety of activities and entertainment options offered to guests.
- **Dining Experience:** Describe the quality and diversity of dining experiences within the all-inclusive resort.
- **Accommodation Options:** Detail the types of accommodations available (rooms, suites, villas) and their amenities.
- **Guest Satisfaction:** Provide guest satisfaction scores and testimonials related to all-inclusive resort stays.
- **Wellness and Spa Services:** Describe the wellness and spa services available to guests.
- **Family-Friendly Features:** Highlight family-friendly amenities, activities, and services.
- **Sustainability Initiatives:** Explain eco-friendly practices and initiatives implemented within the resort.
- **Cultural Experiences:** Describe programs or activities that offer guests insights into the local culture.
- **Staff Training:** Explain staff training programs ensuring excellent service for all-inclusive guests.



LEADING BEACH RESORT

- **Beachfront Location:** Describe the resort's proximity and access to the beach.
- **Cleanliness and Maintenance:** Highlight efforts to maintain the cleanliness and aesthetics of the beach area.
- **Water Activities:** Detail the variety and safety measures of water sports and activities available to guests.
- **Beachfront Dining:** Describe the beachfront dining options and their ambiance.
- **Guest Satisfaction:** Provide guest satisfaction scores and testimonials related to beach resort stays.
- **Sustainability Initiatives:** Explain eco-friendly practices and initiatives implemented on the beachfront.
- **Sunset/Sunrise Experiences:** Highlight unique experiences related to beach sunsets or sunrises.
- **Beach Parties and Events:** Describe any beach parties, events, or themed nights organized for guests.
- **Beachfront Accommodations:** Detail beachfront accommodations, if available, and their amenities.
- **Local Community Engagement:** Describe initiatives that benefit the local beach community or involve local residents

LEADING BOUTIQUE HOTEL/RESORT

- **Room Inventory:** Upto 20 rooms and less
- **Unique Design and Architecture:** Highlight the distinctive design elements and architecture of the boutique hotel/resort.
- **Personalized Service:** Describe how the hotel offers personalized and tailored services to individual guests.
- **Art and Decor:** Highlight any unique art pieces, decor, or artifacts that contribute to the boutique experience.
- **Culinary Excellence:** Describe the quality and creativity of the culinary offerings within the boutique hotel/resort.
- **Guest Experience:** Provide testimonials and feedback showcasing exceptional guest experiences.
- **Sustainability Efforts:** Explain eco-friendly practices and sustainable initiatives integrated into the hotel operations.
- **Local Cultural Integration:** Describe how the boutique hotel incorporates local culture into its design, activities, or services.
- **Exclusive Amenities:** Detail exclusive amenities offered to guests staying at the boutique hotel/resort.
- **Events and Workshops:** Highlight any cultural events, workshops, or activities organized for guests.
- **Community Involvement:** Describe initiatives that support the local community or charities.



LEADING BUDGET HOTEL

- **Affordable Pricing:** Describe the affordability and value-for-money aspects of the budget hotel.
- **Cleanliness and Comfort:** Highlight efforts to maintain cleanliness and provide comfortable accommodations within budget constraints.
- **Guest Services:** Detail the range of guest services provided, including customer support, room service, and amenities.
- **Accessibility:** Describe the hotel's accessibility in terms of location, public transport, and nearby attractions.
- **Guest Satisfaction:** Provide guest satisfaction scores and testimonials related to budget hotel stays.
- **Sustainability Initiatives:** Explain eco-friendly practices and cost-effective sustainability initiatives implemented.
- **Local Experience:** Describe initiatives that provide guests with an authentic local experience without a hefty price tag.
- **Safety Measures:** Highlight safety protocols and measures implemented for guests' well-being.
- **Community Engagement:** Describe any initiatives supporting the local community or economy.
- **Continuous Improvement:** Explain strategies in place for continuous improvement based on guest feedback and market trends.

LEADING BUSINESS HOTEL

- **Business Facilities:** Detail conference rooms, meeting spaces, audio-visual equipment, and other facilities catering to business travelers.
- **Connectivity:** Describe high-speed internet, Wi-Fi coverage, and other connectivity features essential for business guests.
- **Business Services:** Highlight services such as printing, copying, faxing, and secretarial support available to business travelers.
- **Location and Accessibility:** Describe the hotel's strategic location and accessibility for business meetings and conferences.
- **Accommodation for Business Travelers:** Detail amenities in rooms catering to business travelers, such as work desks, ergonomic chairs, and in-room technology.
- **Corporate Partnerships:** Highlight partnerships with corporations or businesses, if applicable, offering special rates or privileges.
- **Sustainability Initiatives:** Explain eco-friendly practices and energy-efficient features implemented within the business hotel.
- **Dining and Catering:** Describe the quality and variety of dining options suitable for business meetings and events.
- **Networking Opportunities:** Describe any events or spaces within the hotel that facilitate networking among business guests.
- **Customer Testimonials:** Provide testimonials from business clients regarding their positive experiences at the hotel.



LEADING CITY HOTEL

- **Central Location:** Describe the hotel's central location within the city and its proximity to key attractions and business districts.
- **Cultural Integration:** Highlight how the hotel integrates the local culture and heritage into its design, services, and guest experiences.
- **Concierge Services:** Detail the quality of concierge services provided, including recommendations, bookings, and local insights.
- **Transportation Access:** Describe the hotel's accessibility in terms of public transportation, taxi services, and airport transfers.
- **Urban Dining:** Highlight the diversity and quality of dining options within the hotel, catering to various tastes and cuisines.
- **Guest Services:** Detail the range of guest services provided, including room service, housekeeping, and 24/7 support.
- **Sustainability Initiatives:** Explain eco-friendly practices, energy efficiency, and waste reduction efforts implemented within the city hotel.
- **Business Facilities:** Describe meeting rooms, conference spaces, and technological support for business travelers.

LEADING CONVENTION CENTER

- **Venue Capacity:** Specify the maximum capacity of the convention center in terms of attendees, exhibitors, and meeting spaces.
- **Technological Infrastructure:** Describe the audio-visual equipment, Wi-Fi capabilities, and tech support available for events.
- **Flexible Spaces:** Highlight the versatility of spaces, including ballrooms, breakout rooms, and exhibition areas.
- **Event Support:** Detail the support services offered to event organizers, including event planning, catering, and logistics.
- **Sustainability Initiatives:** Explain eco-friendly practices, waste management, and energy-efficient features integrated into the convention center.
- **Accessibility:** Describe the center's accessibility for attendees, including public transportation options and parking facilities.
- **Past Events and Testimonials:** Showcase successful events held at the convention center and provide testimonials from event organizers.
- **Security Measures:** Highlight security protocols and measures to ensure the safety of attendees and exhibitors.
- **Customization:** Explain the center's ability to tailor spaces and services according to the specific needs of different events.
- **Innovation:** Highlight any innovative features or technologies implemented to enhance the attendee experience during events.



LEADING CRUISING TRAVEL AGENT

- **Cruise Expertise:** Describe the agency's expertise in different cruise lines, destinations, and types of cruises (luxury, adventure, family-friendly, etc.).
- **Customer Service:** Provide examples of exceptional customer service experiences, including personalized recommendations and post-trip support.
- **Exclusive Offers:** Highlight exclusive deals, perks, or amenities offered to clients booking through the agency.
- **Industry Partnerships:** Mention partnerships with cruise lines, tour operators, or travel associations that enhance the agency's offerings.
- **Itinerary Customization:** Describe the agency's ability to tailor cruise itineraries based on clients' preferences and interests.
- **Knowledgeable Staff:** Highlight the qualifications and training of staff members, especially cruise specialists.
- **Booking Process:** Explain the ease and efficiency of the booking process, including online platforms and mobile applications.
- **Travel Insurance and Protection:** Detail options for travel insurance and protection plans provided to cruise clients.
- **Customer Reviews:** Provide excerpts from customer reviews that praise the agency's cruise booking experience and services.
- **Sustainable Tourism:** Describe initiatives promoting sustainable practices within the cruising industry and the agency's role in promoting responsible tourism.

LEADING DESIGNER HOTEL/RESORT

- **Architectural Innovation:** Highlight innovative architectural features and design elements that set the hotel/resort apart.
- **Interior Design:** Describe unique interior design concepts, furnishings, and decor that create a distinct atmosphere.
- **Artistic Influence:** Explain how art and local culture influence the hotel's design, showcasing local artists and artisans.
- **Sustainability and Materials:** Detail the use of sustainable materials, energy-efficient technologies, and eco-friendly practices in the hotel's design and construction.
- **Guest Experience:** Describe how the design enhances the overall guest experience, including comfort, aesthetics, and functionality.
- **Cultural Integration:** Explain how the design incorporates elements of the local culture, heritage, and traditions.
- **Awards and Recognition:** Mention any awards or accolades received for the hotel's exceptional design and architecture.
- **Social Spaces:** Describe communal areas, lounges, and public spaces designed to encourage social interaction among guests.
- **Accessibility:** Highlight features that ensure accessibility for guests with disabilities, such as ramps, elevators, and adapted facilities.
- **Design Philosophy:** Explain the underlying design philosophy or theme that guides the hotel's aesthetic choices and guest experience.



LEADING DESTINATION PROMOTER

- **Marketing Strategies:** Describe innovative marketing strategies employed to promote the destination, both domestically and internationally.
- **Collaborations and Partnerships:** Highlight collaborations with travel agencies, tour operators, airlines, and other stakeholders to promote the destination.
- **Cultural Experiences:** Showcase unique cultural experiences offered to travelers, including festivals, culinary events, and heritage tours.
- **Sustainable Tourism Initiatives:** Detail eco-friendly practices and community engagement programs promoting sustainable tourism in the destination.
- **Tourist Infrastructure:** Describe the development of tourism infrastructure, including accommodations, transportation, and recreational facilities.
- **Visitor Services:** Highlight the quality of visitor services, such as information centers, guided tours, and multilingual guides.
- **Positive Impact:** Provide evidence of the destination's positive impact on the local economy, job creation, and community development.
- **Accessibility:** Explain transportation options and accessibility for travelers, including airports, highways, and public transportation.
- **Destination Management:** Detail the destination management strategies in place to balance tourism growth with environmental and cultural preservation.
- **Visitor Feedback:** Include testimonials and feedback from tourists who have visited the destination, emphasizing their positive experiences.

LEADING DIVE CENTER/BRAND

- **Dive Site Variety:** Highlight the diversity and quality of dive sites offered to divers, including marine life, coral formations, and wrecks.
- **Safety Measures:** Describe the safety protocols and certifications adhered to, ensuring the well-being of divers.
- **Experienced Instructors:** Highlight the qualifications and expertise of dive instructors and guides.
- **Equipment Quality:** Detail the quality and maintenance of diving equipment provided to divers.
- **Environmental Conservation:** Explain initiatives supporting marine conservation, such as coral reef preservation and marine species protection.
- **Training and Certification:** Describe dive training programs and certifications offered to divers, from beginners to advanced levels.
- **Dive Packages:** Highlight comprehensive dive packages, including accommodation, meals, and guided diving excursions.
- **Guest Satisfaction:** Provide testimonials from satisfied divers, emphasizing their dive experiences and the professionalism of the dive center/brand.
- **Community Engagement:** Describe initiatives that benefit local communities, such as providing employment opportunities and supporting local businesses.
- **Dive Education:** Explain educational programs aimed at raising awareness about marine conservation and responsible diving practices among divers and the local community.



LEADING DIVE RESORT

- **Dive Site Proximity:** Describe the proximity of dive sites to the resort and the ease of access for divers.
- **Dive Packages:** Detail dive packages, including the number of dives, equipment provided, and additional amenities for divers.
- **Accommodation Quality:** Highlight the quality of accommodations, emphasizing comfort, cleanliness, and amenities.
- **Dive Guides:** Describe the expertise and knowledge of dive guides and instructors leading diving excursions.
- **Environmental Stewardship:** Explain eco-friendly practices, such as waste reduction, marine conservation efforts, and sustainable energy usage.
- **Dive Training:** Detail dive training programs offered, from beginner courses to specialized certifications.
- **Safety Protocols:** Explain safety protocols in place, including emergency procedures, first aid, and diver supervision ratios.
- **Guest Satisfaction:** Provide guest testimonials, focusing on their diving experiences, accommodation, and overall satisfaction.
- **Community Engagement:** Describe initiatives that involve the local community, such as educational programs or employment opportunities.
- **Partnerships and Awards:** Highlight partnerships with marine conservation organizations and any awards received for responsible diving practices.

LEADING ECO-FRIENDLY RESORT

- **Green Certifications:** Detail certifications received for eco-friendly practices, such as LEED, Green Key, or EarthCheck.
- **Energy Conservation:** Explain energy-efficient features, renewable energy usage, and reduction of overall energy consumption.
- **Water Conservation:** Describe water-saving initiatives, such as low-flow fixtures, rainwater harvesting, and wastewater treatment.
- **Waste Management:** Highlight recycling programs, waste reduction efforts, and composting initiatives within the resort.
- **Sustainable Sourcing:** Explain the sourcing of local and sustainable products, including food, amenities, and building materials.
- **Biodiversity Conservation:** Describe efforts to preserve local flora and fauna, including reforestation programs and wildlife protection.
- **Guest Education:** Detail programs aimed at educating guests about eco-friendly practices and encouraging their participation.
- **Carbon Footprint Reduction:** Explain strategies to reduce the resort's carbon footprint, such as carbon offset programs and energy-efficient transportation options.
- **Employee Involvement:** Highlight initiatives encouraging employees to participate in eco-friendly practices and community outreach.
- **Continuous Improvement:** Describe ongoing efforts and future plans for further enhancing the resort's eco-friendly initiatives and sustainability practices.



LEADING F&B HOTEL/RESORT

- **Culinary Excellence:** Highlight the quality, creativity, and diversity of dishes offered in the hotel/resort's restaurants.
- **Signature Dishes:** Showcase unique and signature dishes that reflect the culinary identity of the hotel/resort.
- **Chef Expertise:** Detail the qualifications, experience, and awards of the executive chef and culinary team.
- **Locally Sourced Ingredients:** Emphasize the use of locally sourced, organic, and sustainable ingredients in the hotel's culinary offerings.
- **Dining Experience:** Describe the ambiance, service quality, and overall dining experience provided to guests.
- **Wine and Beverage Selection:** Highlight the selection of wines, craft beers, and other beverages, emphasizing quality and variety.
- **Sustainability Initiatives:** Explain eco-friendly practices related to food sourcing, waste reduction, and energy-efficient kitchen operations.
- **Guest Feedback:** Provide guest reviews and testimonials related to the dining experiences, focusing on food quality and service.
- **Food Safety and Hygiene:** Describe protocols and measures in place to ensure food safety and hygiene standards are met.
- **Culinary Events:** Detail special culinary events, festivals, and themed nights organized for guests, if applicable.

LEADING FAMILY RESORT

- **Family-Friendly Activities:** Describe a variety of activities and facilities suitable for families, including children's clubs, game rooms, and family-friendly excursions.
- **Accommodation Options:** Detail family-friendly accommodations, such as spacious suites, interconnected rooms, or villas with multiple bedrooms.
- **Safety Measures:** Highlight safety features, including pool enclosures, lifeguards, childproofing, and secure play areas.
- **Kids' Menus:** Showcase diverse and nutritious kids' menus catering to various dietary preferences and age groups.
- **Babysitting Services:** Describe professional babysitting services and programs, emphasizing safety and reliability.
- **Educational Programs:** Detail educational and interactive programs for children, promoting learning and creativity.
- **Entertainment:** Highlight family-oriented entertainment options, such as live shows, movie nights, and themed parties.
- **Parental Relaxation:** Describe services or facilities that allow parents to relax while children are engaged, such as spas, adult-only areas, or supervised play sessions.
- **Positive Reviews:** Provide excerpts from guest reviews highlighting the family-friendly atmosphere and experiences.
- **Special Packages:** Detail family-specific packages, discounts, or perks, encouraging families to choose the resort for their vacations.

LEADING FINE DINING OUTLET IN HOTEL/RESORT

- **Culinary Creativity:** Describe the creativity and innovation demonstrated in the menu, including unique flavor combinations and presentation.
- **Culinary Team:** Highlight the qualifications and expertise of the chefs and culinary staff managing the fine dining outlet.
- **Locally Sourced Ingredients:** Emphasize the use of locally sourced, organic, and seasonal ingredients in the dishes.
- **Dining Experience:** Describe the ambiance, service quality, and overall dining experience provided to guests.
- **Wine and Pairing Selection:** Highlight the selection of wines and beverages, emphasizing quality and expert pairing recommendations.
- **Menu Variety:** Showcase a diverse menu, catering to different dietary preferences, including vegetarian, vegan, and gluten-free options.
- **Guest Feedback:** Provide guest reviews and testimonials related to dining experiences, focusing on food quality, presentation, and service.
- **Sustainability Initiatives:** Explain eco-friendly practices related to food sourcing, waste reduction, and energy-efficient kitchen operations.
- **Awards and Recognitions:** Mention any awards or accolades received for the fine dining outlet's culinary excellence.
- **Culinary Events:** Detail special culinary events, chef's tables, tasting menus, or gastronomic festivals organized for guests.

LEADING FLOATING LUXURY CRUISE/SAFARI

- **Unique Experience:** Describe the uniqueness of the floating luxury cruise/safari, emphasizing exclusive experiences and breathtaking views.
- **Vessel/Safari Design:** Highlight innovative design elements, luxurious amenities, and comfortable accommodations on the floating vessel/safari.
- **Wildlife Encounters:** Emphasize opportunities for wildlife viewing, including rare species, marine life, or exotic animals.
- **Guided Excursions:** Detail expert-guided excursions, including nature walks, snorkeling, diving, or cultural visits, enhancing guests' experiences.
- **Culinary Excellence:** Describe the quality and variety of gourmet meals, emphasizing locally sourced ingredients and expert culinary preparation.
- **Sustainability Initiatives:** Explain eco-friendly practices related to waste reduction, energy efficiency, and marine conservation efforts.
- **Guest Satisfaction:** Provide guest testimonials and feedback highlighting their unique experiences, exceptional service, and wildlife encounters.
- **Safety Measures:** Highlight safety protocols and measures in place to ensure the well-being of guests during excursions and activities.
- **Community Engagement:** Describe initiatives benefiting local communities or contributing to conservation efforts in the regions visited.
- **Environmental Education:** Explain educational programs or talks offered to guests, promoting awareness about local ecosystems, wildlife, and conservation efforts.



LEADING GSA (GENERAL SALES AGENT)

- **Market Knowledge:** Showcase in-depth knowledge of the markets served, including market trends, customer behaviors, and competitor analysis.
- **Client Relationships:** Highlight strong relationships with clients, demonstrating customer loyalty, client retention, and customer satisfaction.
- **Sales Performance:** Provide evidence of sales growth, market share increase, and successful sales campaigns for represented products/services.
- **Marketing Strategies:** Describe innovative marketing strategies employed to promote products/services, including digital marketing, promotions, and advertising campaigns.
- **Distribution Network:** Detail the effectiveness and reach of the distribution network, including partnerships with travel agencies, tour operators, and online platforms.
- **Customer Support:** Highlight the quality of customer support services, including responsiveness, issue resolution, and client feedback mechanisms.
- **Product Knowledge:** Showcase comprehensive knowledge of the products/services represented, ensuring accurate and compelling presentations to clients.
- **Industry Partnerships:** Mention partnerships with airlines, hotels, attractions, and other travel-related businesses, enhancing the offerings for clients.
- **Sustainability Initiatives:** Explain eco-friendly practices and responsible tourism initiatives integrated into the agency's operations.
- **Client Testimonials:** Provide testimonials and feedback from clients, emphasizing the agency's effectiveness, reliability, and professionalism.
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LEADING HERITAGE HOTEL/RESORT

- **Historical Significance:** Detail the historical significance of the hotel/resort, including its origin, architectural heritage, and cultural importance.
- **Preservation Efforts:** Highlight efforts to preserve the heritage aspects, including restoration projects, architectural conservation, and cultural events.
- **Cultural Experiences:** Describe unique cultural experiences offered to guests, showcasing local traditions, art, music, and cuisine.
- **Guest Accommodations:** Detail heritage-themed accommodations, preserving the historical ambiance while providing modern comforts.
- **Heritage Tours:** Explain guided heritage tours within the hotel/resort, showcasing historical artifacts, architectural features, and storytelling sessions.
- **Awards and Recognition:** Mention any awards or accolades received for preserving and promoting the heritage value of the hotel/resort.
- **Cultural Integration:** Describe how the hotel/resort integrates local culture and traditions into its services, amenities, and guest interactions.
- **Community Engagement:** Detail initiatives benefiting local communities, artisans, and cultural preservation organizations.
- **Events and Workshops:** Highlight cultural events, workshops, and performances organized for guests, promoting local arts and traditions.
- **Guest Testimonials:** Provide excerpts from guest reviews emphasizing the unique heritage experience, cultural immersion, and historical significance of the hotel/resort.



LEADING HOUSEBOAT

- **Unique Houseboat Design:** Highlight the unique design features of the houseboat, including architecture, interior decor, and amenities.
- **Comfort and Luxury:** Emphasize the luxurious amenities provided, ensuring guests' comfort and a high-quality experience.
- **Scenic Routes:** Describe the picturesque routes and destinations covered by the houseboat, emphasizing natural beauty and serene environments.
- **Culinary Experience:** Showcase the quality and variety of cuisine served on the houseboat, including fresh, local ingredients and gourmet meals.
- **Onboard Activities:** Detail onboard activities and entertainment options, such as cultural performances, cooking classes, and wildlife watching.
- **Guest Accommodations:** Describe comfortable and well-equipped guest rooms, ensuring a cozy stay for passengers.
- **Environmental Responsibility:** Explain eco-friendly practices and responsible tourism initiatives integrated into the houseboat's operations.
- **Safety Measures:** Highlight safety protocols, including life jackets, emergency exits, and first aid, ensuring the well-being of passengers.
- **Guest Satisfaction:** Provide guest testimonials and feedback, focusing on their unique houseboat experience, service quality, and scenic beauty.
- **Community Engagement:** Describe initiatives benefiting local communities, artisans, and environmental conservation efforts in the regions visited.

LEADING LIVEBOARD

- **Dive Sites Covered:** Detail the variety and quality of dive sites visited by the liveboard, including unique marine life, coral formations, and underwater landscapes.
- **Diving Facilities:** Highlight the quality and maintenance of diving equipment provided to divers, ensuring safety and comfort during dives.
- **Experienced Dive Guides:** Describe the expertise and knowledge of dive guides and instructors leading diving excursions.
- **Marine Conservation:** Explain initiatives supporting marine conservation, such as coral reef preservation, marine species protection, and involvement in scientific research projects.
- **Accommodation Quality:** Detail comfortable and well-equipped cabins, ensuring a pleasant stay for divers during the liveboard experience.
- **Culinary Excellence:** Describe the quality and variety of meals served on the liveboard, including fresh, local ingredients and gourmet dining experiences.
- **Sustainability Initiatives:** Highlight eco-friendly practices related to waste reduction, energy efficiency, and marine conservation efforts.
- **Safety Protocols:** Explain safety measures in place, including dive briefings, emergency procedures, and diver supervision ratios.
- **Guest Satisfaction:** Provide guest testimonials and feedback, emphasizing their diving experiences, service quality, and encounters with marine life.
- **Community Engagement:** Describe initiatives benefiting local communities, such as educational programs, support for local businesses, and environmental awareness campaigns.



LEADING LUXURY HOTEL/RESORT

- **Exquisite Accommodations:** Describe the luxurious accommodations, including suites, villas, and penthouses, highlighting amenities, spaciousness, and elegance.
- **Exceptional Service:** Emphasize personalized and attentive services, including butlers, concierge, and 24/7 support, ensuring a seamless and memorable guest experience.
- **Fine Dining:** Highlight the hotel's fine dining restaurants, showcasing gourmet cuisine, extensive wine lists, and unique culinary experiences.
- **Wellness and Spa:** Detail world-class spa facilities, wellness programs, and rejuvenating treatments, promoting relaxation and holistic well-being.
- **Exclusive Amenities:** Describe exclusive amenities such as private pools, yacht charters, luxury car services, and VIP access to local attractions.
- **Cultural Experiences:** Offer cultural activities and immersive experiences, such as art exhibitions, cooking classes, and local artisan collaborations, providing guests with a taste of the destination's heritage.
- **Sustainability Initiatives:** Explain eco-friendly practices and sustainable initiatives implemented, ensuring luxury and environmental responsibility coexist.
- **Security and Privacy:** Highlight advanced security measures and privacy features, ensuring guests' safety and confidentiality during their stay.
- **Guest Testimonials:** Provide excerpts from guest reviews emphasizing the exceptional luxury experience, service quality, and attention to detail.
- **Awards and Accolades:** Mention any prestigious awards received for the hotel/resort's exceptional luxury offerings and guest experiences.



LEADING MEETING AND CONFERENCE HOTEL/RESORT

- **State-of-the-Art Facilities:** Describe conference rooms, boardrooms, and event spaces equipped with cutting-edge technology, audio-visual equipment, and high-speed internet connectivity.
- **Event Planning Services:** Detail the support provided in event planning, including dedicated event coordinators, catering services, and customizable event packages.
- **Flexibility and Versatility:** Highlight the flexibility of spaces, allowing customization for various event types, such as conferences, seminars, workshops, and banquets.
- **Accommodation for Attendees:** Describe comfortable accommodations for event attendees, providing special rates, group bookings, and convenient access to event venues.
- **Culinary Offerings:** Showcase diverse catering options, including coffee breaks, buffets, and formal dining experiences, emphasizing quality and presentation.
- **Networking Opportunities:** Provide spaces and initiatives facilitating networking among event attendees, such as cocktail receptions, themed breaks, and collaborative spaces.
- **Technology Integration:** Explain innovative technology solutions, such as event apps, virtual attendance options, and live streaming, enhancing attendee engagement.
- **Accessibility:** Detail the hotel/resort's accessibility, including proximity to airports, public transportation, and nearby attractions, ensuring ease of travel for attendees.
- **Post-Event Support:** Highlight post-event services, including feedback collection, event evaluation, and follow-up support, ensuring client satisfaction.
- **Client Testimonials:** Provide testimonials from satisfied clients, emphasizing the success of their events, the professionalism of the staff, and the quality of facilities and services.



LEADING PALACE HOTEL

- **Historical Significance:** Detail the historical background and cultural significance of the palace hotel, highlighting architectural heritage, royal connections, and preservation efforts.
- **Luxurious Accommodations:** Describe opulent suites, royal chambers, and lavish rooms, emphasizing elegant furnishings, antique decor, and modern amenities.
- **Royal Service:** Emphasize personalized services inspired by royal traditions, including butlers, chauffeurs, and tailored experiences, ensuring guests receive the treatment of royalty.
- **Fine Dining:** Showcase exquisite dining experiences, featuring gourmet cuisine, royal recipes, and themed dining events, allowing guests to indulge in culinary grandeur.
- **Cultural Immersion:** Offer cultural programs, heritage tours, and traditional performances, enabling guests to immerse themselves in the palace's rich cultural heritage.
- **Palatial Events:** Detail event spaces for grand weddings, regal celebrations, and prestigious gatherings, providing a backdrop of royal elegance for memorable events.
- **Landscaped Gardens:** Highlight lush gardens, courtyards, and scenic views, offering tranquil spaces for relaxation, outdoor events, and leisure activities.
- **Royal Spa and Wellness:** Describe spa treatments, wellness programs, and yoga sessions, combining ancient traditions with modern luxury, promoting holistic well-being.
- **Preservation Efforts:** Explain initiatives aimed at preserving the palace's historical and architectural heritage, contributing to cultural conservation and awareness.
- **Guest Testimonials:** Provide excerpts from guest reviews expressing awe at the palace's grandeur, service excellence, and the unique royal experience.



LEADING PSA (PASSENGER SERVICE AGENT)

- **Efficient Passenger Handling:** Describe processes ensuring swift check-ins, baggage handling, and boarding procedures, minimizing wait times and enhancing passenger experience.
- **Customer Service:** Highlight courteous and knowledgeable staff, available for passenger assistance, providing information, resolving issues, and ensuring a pleasant journey.
- **Flight Coordination:** Detail coordination with airlines, flight scheduling, gate assignments, and flight status updates, ensuring smooth transitions for passengers.
- **Safety Protocols:** Explain safety measures in place, including security checks, emergency procedures, and adherence to international aviation safety standards.
- **Passenger Comfort:** Emphasize passenger comfort services, such as seating arrangements, lounge access, refreshments, and amenities, enhancing the overall travel experience.
- **Accessibility:** Detail accessibility features for passengers with disabilities, including ramps, designated seating, and special assistance services, ensuring an inclusive travel environment.
- **Crisis Management:** Describe protocols for handling travel disruptions, flight cancellations, and emergencies, ensuring passenger safety and support during unexpected situations.
- **Customer Feedback:** Provide excerpts from passenger feedback, highlighting the efficiency, professionalism, and customer-focused approach of the passenger service agent.
- **Industry Partnerships:** Mention collaborations with airlines, airports, and travel organizations, contributing to seamless passenger services and enhanced travel options.
- **Innovation:** Showcase innovative services, such as mobile apps, self-service kiosks, and digital solutions, enhancing passenger convenience and modernizing the travel experience.



LEADING HILL RESORT/HOTEL

- **Scenic Location:** Describe the resort/hotel's elevated location, surrounded by picturesque hills, mountains, or valleys, offering breathtaking views and a serene ambiance.
- **Luxurious Accommodations:** Highlight well-appointed rooms, suites, or private villas with balconies or terraces, allowing guests to enjoy panoramic views of the hills.
- **Outdoor Activities:** Showcase a variety of outdoor activities such as trekking, nature walks, bird watching, and adventure sports, capitalizing on the natural surroundings.
- **Spa and Wellness:** Detail spa treatments, yoga sessions, and wellness programs inspired by the tranquility of the hills, promoting relaxation and rejuvenation.
- **Culinary Delights:** Offer diverse dining experiences, featuring local hillside cuisine, international dishes, and themed dining nights, allowing guests to savor the flavors of the region.
- **Cultural Experiences:** Organize cultural events, folklore performances, and local craft demonstrations, providing guests with an immersive experience into the hillside culture.
- **Nature Conservation:** Explain initiatives supporting local flora and fauna, environmental conservation, and eco-friendly practices, ensuring the preservation of the natural habitat.
- **Adventure Packages:** Offer adventure packages including rock climbing, zip-lining, and off-road excursions, attracting thrill-seekers and adventure enthusiasts to the hill resort.
- **Sustainable Practices:** Describe eco-friendly practices such as waste reduction, energy-efficient lighting, and water conservation, contributing to sustainable tourism in the hills.
- **Guest Testimonials:** Provide excerpts from guest reviews praising the resort/hotel's hillside setting, hospitality, and the overall tranquil experience.



LEADING RESORT/HOTEL BRAND

- **Brand Identity:** Define the unique brand identity, emphasizing core values, mission, and commitment to guest satisfaction, setting the brand apart in the hospitality industry.
- **Consistency:** Showcase consistent quality across all properties, ensuring uniform standards in accommodation, service, dining, and guest experience.
- **Innovation:** Highlight innovative initiatives, such as technology integration, sustainable practices, and guest engagement programs, showcasing the brand's forward-thinking approach.
- **Guest Loyalty:** Detail loyalty programs, special privileges, and exclusive offers for repeat guests, building strong relationships and encouraging guest loyalty to the brand.
- **Social Responsibility:** Explain corporate social responsibility programs, community engagement, and philanthropic initiatives, demonstrating the brand's commitment to social impact.
- **Employee Training:** Emphasize employee training programs, focusing on hospitality, customer service, and cultural sensitivity, ensuring a warm and welcoming atmosphere for guests.
- **Awards and Recognition:** Mention industry awards, accolades, and certifications received by the brand, highlighting its excellence in hospitality and guest satisfaction.
- **Global Presence:** Describe the brand's global presence, including properties in diverse locations, catering to a wide range of travelers and cultural preferences.
- **Partnerships:** Highlight collaborations with travel agencies, airlines, and other travel-related businesses, enhancing the brand's offerings and visibility in the market.
- **Guest Testimonials:** Provide excerpts from guest reviews praising the brand's consistency, service quality, and memorable experiences across different properties.



LEADING RIVERFRONT HOTEL/RESORT

- **Riverside Location:** Describe the hotel/resort's scenic location along the riverbank, highlighting views of the river, lush landscapes, and serene atmosphere.
- **Waterfront Accommodations:** Highlight rooms, suites, or villas with balconies or terraces overlooking the river, providing guests with a tranquil and picturesque setting.
- **River Activities:** Offer a variety of river-related activities such as boat cruises, kayaking, fishing, and water sports, allowing guests to enjoy the river to the fullest.
- **Riverfront Dining:** Showcase restaurants or dining terraces with river views, offering delectable cuisine and a romantic ambiance, making dining experiences memorable.
- **Riverside Spa:** Detail spa treatments inspired by the river, incorporating natural elements and serene surroundings, providing guests with a soothing wellness experience.
- **Cultural Immersion:** Organize cultural events, traditional music performances, and local craft markets by the riverside, allowing guests to engage with local culture.
- **Eco-Friendly Practices:** Explain eco-friendly initiatives such as river cleanup projects, waste reduction, and wildlife conservation, contributing to the preservation of the river ecosystem.
- **Weddings and Events:** Describe event spaces with river views, offering a unique backdrop for weddings, receptions, and special events, creating unforgettable memories.
- **Riverfront Conservation:** Detail efforts to conserve and protect the riverfront, including tree planting, erosion control, and educational programs, promoting environmental awareness.
- **Guest Testimonials:** Provide excerpts from guest reviews expressing appreciation for the hotel/resort's riverfront location, ambiance, and the overall relaxing experience.



LEADING SUPERVISION AGENT (GENERAL AVIATION SERVICE)

- **Aircraft Supervision:** Detail the range of aircraft supervised, including private jets, helicopters, and other general aviation aircraft, emphasizing safety and compliance.
- **Ground Handling:** Highlight ground handling services such as aircraft refueling, baggage handling, and passenger assistance, ensuring seamless arrivals and departures.
- **Safety Protocols:** Explain safety measures and protocols in place, including ramp safety, emergency response, and adherence to aviation regulations, ensuring the safety of passengers and crew.
- **Maintenance Oversight:** Describe maintenance oversight services, ensuring that aircraft are properly maintained, inspected, and comply with regulatory requirements.
- **Flight Planning:** Showcase flight planning support, including route optimization, weather analysis, and navigation assistance, ensuring efficient and safe flight operations.
- **Crew Support:** Detail services provided to flight crew, including accommodations, transportation, and catering arrangements, ensuring crew members are well-rested and prepared.
- **Customer Service:** Emphasize personalized customer service, providing tailored solutions, rapid response to inquiries, and flexibility in meeting clients' aviation needs.
- **Global Reach:** Highlight the ability to provide supervision services globally, catering to clients' needs in various regions and ensuring consistent quality of service.
- **Technology Integration:** Explain the use of advanced technology and software for flight tracking, communication, and coordination, enhancing the efficiency of supervision services.
- **Client Testimonials:** Provide excerpts from client testimonials expressing satisfaction with the supervision agent's services, reliability, and professionalism.



LEADING SURF HOTEL/RESORT

- **Surfing Facilities:** Detail surfing amenities such as rental boards, expert instructors, and ideal wave conditions, ensuring a fantastic surfing experience for guests of all levels.
- **Surfing Lessons:** Offer comprehensive surfing lessons, catering to beginners, intermediate, and advanced surfers, focusing on safety, technique, and enjoyment.
- **Surf Packages:** Showcase surfing packages including accommodation, meals, and guided surfing excursions, providing a hassle-free and immersive surf experience.
- **Wave Variety:** Highlight the diversity of nearby surf breaks, including reef breaks, point breaks, and beach breaks, catering to surfers with different preferences and skills.
- **Surf Competitions:** Organize or host local, national, or international surf competitions, showcasing the resort's connection to the surfing community and promoting surfing culture.
- **Surfboard Maintenance:** Describe the quality and maintenance of rental surfboards, ensuring guests have access to safe and well-maintained equipment.
- **Surfing Events:** Host surfing events, exhibitions, or surf festivals, attracting surf enthusiasts from around the world and promoting the destination as a surfing hub.
- **Surfing Guides:** Highlight knowledgeable surf guides who assist guests in finding the best waves, ensuring a memorable and enjoyable surfing experience.
- **Environmental Conservation:** Explain initiatives supporting marine conservation, plastic-free surfing, and beach cleanup efforts, contributing to sustainable surfing practices.
- **Guest Testimonials:** Provide excerpts from guest reviews expressing satisfaction with the surfing experiences, surf instructors, and overall surf-friendly atmosphere.



LEADING TOURIST TRANSPORT PROVIDER (AIR)

- **Fleet Quality:** Detail the quality, safety features, and maintenance standards of the aircraft fleet, ensuring a secure and comfortable travel experience for passengers.
- **Route Network:** Showcase a comprehensive route network, connecting popular tourist destinations, ensuring convenient and efficient travel options for tourists.
- **Punctuality:** Emphasize the airline's punctuality record, on-time departures and arrivals, and adherence to flight schedules, ensuring reliability for travelers.
- **In-Flight Services:** Describe in-flight services including meals, entertainment, and comfort amenities, providing a pleasant and enjoyable journey for passengers.
- **Customer Service:** Highlight exceptional customer service, responsiveness to passenger needs, and professional conduct of airline staff, ensuring a positive customer experience.
- **Safety Standards:** Explain stringent safety protocols, adherence to aviation regulations, and ongoing training for flight crew, ensuring the highest safety standards for passengers.
- **Environmental Responsibility:** Detail eco-friendly practices such as carbon offset programs, fuel-efficient aircraft, and waste reduction efforts, promoting environmentally responsible aviation.
- **Accessibility:** Provide accessible facilities and services for passengers with disabilities, ensuring inclusivity and a comfortable travel experience for all travelers.
- **Frequent Flyer Program:** Describe a rewarding frequent flyer program, offering perks, discounts, and exclusive benefits to loyal passengers, encouraging customer loyalty.
- **Client Testimonials:** Provide excerpts from passenger testimonials expressing satisfaction with the airline's services, emphasizing reliability, comfort, and excellent customer care.

LEADING TOURIST TRANSPORT PROVIDER (LAND/SEA)

- **Fleet Quality:** Describe the quality, safety features, and maintenance standards of the land or sea vehicles, ensuring a secure and comfortable travel experience for passengers.
- **Route Network:** Showcase a comprehensive route network, connecting popular tourist destinations by road or sea, ensuring convenient and efficient travel options for tourists.
- **Punctuality:** Emphasize the transport provider's punctuality record, on-time departures and arrivals, and adherence to schedules, ensuring reliability for travelers.
- **Comfort and Convenience:** Detail comfortable seating, air conditioning, restroom facilities (for land vehicles), and spacious cabins (for sea vessels), providing a pleasant travel experience.
- **Customer Service:** Highlight exceptional customer service, responsiveness to passenger needs, and professional conduct of staff, ensuring a positive customer experience.
- **Safety Standards:** Explain stringent safety protocols, adherence to transportation regulations, and ongoing training for drivers and crew, ensuring the highest safety standards for passengers.
- **Accessibility:** Provide accessible facilities and services for passengers with disabilities, ensuring inclusivity and a comfortable travel experience for all travelers.
- **Environmental Responsibility:** Describe eco-friendly practices such as fuel-efficient vehicles, emission reduction initiatives, and waste management efforts, promoting environmentally responsible transportation.
- **Cultural Experiences:** Showcase unique cultural experiences or guided tours provided during the journey, enhancing passengers' understanding and appreciation of the destination.
- **Client Testimonials:** Provide excerpts from passenger testimonials expressing satisfaction with the transport provider's services, emphasizing reliability, comfort, and excellent customer care.

LEADING TRAVEL AGENT - INBOUND

- **Destination Knowledge:** Showcase in-depth knowledge of the destination, including local attractions, culture, history, and hidden gems, ensuring tailored experiences for travelers.
- **Customized Itineraries:** Highlight the ability to create personalized and diverse itineraries, catering to various interests and preferences of inbound travelers.
- **Local Partnerships:** Describe strong partnerships with local hotels, tour operators, guides, and other service providers, ensuring seamless and high-quality services for clients.
- **Cultural Experiences:** Offer unique cultural experiences, local culinary tours, workshops, and interactions with local communities, providing authentic experiences to travelers.
- **Multilingual Staff:** Emphasize the availability of multilingual staff and guides, ensuring effective communication and a comfortable experience for international travelers.
- **Customer Support:** Highlight 24/7 customer support, responsiveness to inquiries, and support during the travel period, ensuring travelers have assistance whenever needed.
- **Sustainability Initiatives:** Explain eco-friendly practices, responsible tourism efforts, and community engagement initiatives, contributing to sustainable and ethical travel practices.
- **Positive Impact:** Provide evidence of the travel agency's positive impact on local communities, such as job creation, support for local artisans, and contributions to community development.
- **Guest Testimonials:** Provide excerpts from satisfied travelers, emphasizing the agency's excellent services, attention to detail, and the memorable experiences created.
- **Industry Recognition:** Mention any awards, certifications, or affiliations received by the travel agency, showcasing its expertise and professionalism in the inbound travel sector.

LEADING TRAVEL AGENT - OUTBOUND

- **Global Destinations:** Showcase expertise in outbound travel to a wide range of international destinations, demonstrating a diverse portfolio for travelers.
- **Expert Travel Consultants:** Highlight experienced travel consultants with in-depth knowledge of international travel regulations, visa requirements, and destination-specific details.
- **Tailored Travel Packages:** Emphasize the ability to create customized outbound travel packages, catering to various interests, budgets, and traveler demographics.
- **Exclusive Partnerships:** Describe exclusive partnerships with international airlines, hotels, resorts, and tour operators, providing unique benefits and value-added services for clients.
- **Multi-lingual Support:** Offer multi-lingual customer support and travel guides, ensuring effective communication and assistance for clients speaking different languages.
- **Comprehensive Travel Insurance:** Provide comprehensive travel insurance options, ensuring travelers are protected against unforeseen circumstances during their international trips.
- **Smooth Logistics:** Detail seamless logistics planning, including airport transfers, local transportation, guided tours, and activities, ensuring hassle-free travel experiences for clients.
- **Safety Protocols:** Explain stringent safety measures in place for international travel, ensuring clients' well-being, health, and security while abroad.
- **Customer Reviews:** Provide excerpts from satisfied clients, highlighting the travel agency's professionalism, attention to detail, and the overall exceptional travel experiences provided.
- **Industry Recognition:** Mention any awards, certifications, or affiliations received by the travel agency in the outbound travel sector, showcasing its excellence and reliability in international travel services.



LEADING WEDDING HOTEL/RESORT

- **·Wedding Venue:** Describe elegant and picturesque wedding venues within the hotel/resort, including ballrooms, beachfront locations, garden terraces, and rooftop settings.
- **·Event Planning Services:** Detail expert event planning services, including dedicated wedding coordinators, customizable wedding packages, and assistance with legal and logistical aspects.
- **·Catering and Dining:** Showcase diverse catering options, including customized menus, gourmet cuisine, and beverage packages, ensuring a memorable dining experience for wedding guests.
- **·Decor and Ambiance:** Highlight the ability to create personalized wedding themes, decor arrangements, lighting, and ambiance, reflecting the couple's style and preferences.
- **·Accommodation for Guests:** Offer special rates and accommodations for wedding guests, providing comfortable and convenient stay options within the hotel/resort premises.
- **·Entertainment and Music:** Detail entertainment options such as live bands, DJs, cultural performances, and multimedia presentations, enhancing the celebration's festive atmosphere.
- **·Spa and Wellness Packages:** Provide pre-wedding and post-wedding spa packages, wellness treatments, and relaxation sessions, allowing the wedding couple to unwind and rejuvenate.
- **·Photography and Videography:** Collaborate with professional photographers and videographers, ensuring high-quality visual documentation of the wedding day's precious moments.
- **·Transportation:** Offer transportation services for wedding guests, airport transfers, and local excursions, ensuring smooth travel logistics for attendees.
- **·Client Testimonials:** Provide excerpts from testimonials of couples who held their weddings at the hotel/resort, expressing satisfaction with the venue, services, and the overall wedding experience.



LEADING WELLNESS AND SPA RESORT

- **Wellness Programs:** Detail holistic wellness programs, including yoga, meditation, fitness classes, and personalized wellness consultations, promoting physical and mental well-being.
- **Spa Facilities:** Highlight world-class spa facilities, including treatment rooms, sauna, steam rooms, hydrotherapy pools, and relaxation lounges, ensuring a luxurious and serene experience.
- **Signature Treatments:** Showcase unique and signature spa treatments, incorporating local ingredients, ancient techniques, and innovative therapies, offering guests a rejuvenating experience.
- **Wellness Cuisine:** Offer nutritious and balanced wellness cuisine, emphasizing organic, locally sourced ingredients and customized meal plans catering to guests' health and dietary preferences.
- **Mind-Body Practices:** Provide workshops and classes on mindfulness, stress management, and emotional well-being, encouraging guests to develop a healthy mind-body connection.
- **Fitness Facilities:** Describe state-of-the-art fitness centers, personal training services, and a variety of fitness classes, catering to guests with different fitness levels and preferences.
- **Nature Immersion:** Utilize natural surroundings such as lush gardens, forest trails, or beachfront locations, offering nature walks, outdoor yoga sessions, and forest bathing experiences.
- **Wellness Retreats:** Organize wellness retreats and workshops led by renowned experts, focusing on topics such as holistic healing, nutrition, and mental wellness, providing transformative experiences for guests.
- **Spa Product Line:** Develop and promote a signature line of spa products, including essential oils, skincare products, and wellness supplements, reflecting the resort's commitment to holistic health.
- **Guest Testimonials:** Provide excerpts from guest reviews expressing satisfaction with the resort's wellness programs, spa treatments, and overall rejuvenating experience.



LEADING WILDLIFE LODGE, TENTED CAMP

- **Wildlife Encounters:** Emphasize close proximity to wildlife habitats, offering opportunities for safaris, guided wildlife walks, birdwatching, and encounters with native fauna.
- **Tented Accommodations:** Describe luxurious tented accommodations, featuring spacious canvas tents with en-suite facilities, comfortable furnishings, and panoramic views of the natural surroundings.
- **Guided Safaris:** Highlight expert-guided safaris, including game drives, night safaris, and boat safaris, providing guests with unique opportunities to observe wildlife in their natural habitats.
- **Conservation Initiatives:** Detail wildlife conservation efforts, such as habitat restoration, anti-poaching programs, and community education, demonstrating the lodge's commitment to environmental stewardship.
- **Culinary Experiences:** Offer gourmet dining experiences featuring local cuisine, organic produce, and farm-to-table concepts, allowing guests to savor the flavors of the region.
- **Community Engagement:** Describe community-based initiatives, including local employment, support for schools, and healthcare projects, promoting sustainable development and benefiting local communities.
- **Educational Programs:** Provide educational wildlife talks, nature walks, and interactive workshops, enhancing guests' understanding of the local ecosystem and wildlife conservation efforts.
- **Star-Gazing Experiences:** Organize night-time star-gazing sessions, showcasing the natural beauty of the night sky and celestial wonders, enhancing guests' overall wilderness experience.
- **Photography Safaris:** Offer specialized photography safaris, providing guests with opportunities to capture stunning wildlife and landscape photographs under the guidance of professional photographers.
- **Guest Testimonials:** Provide excerpts from guest reviews expressing awe at the lodge's wildlife encounters, the expertise of guides, and the overall immersive wildlife experience.

LEADING YACHT MARINA HOTEL/RESORT

- **Marina Facilities:** Describe state-of-the-art marina facilities, including ample docking space, yacht services, fuel stations, and 24/7 security, ensuring a secure and convenient experience for yacht owners.
- **Yacht Services:** Offer a range of services such as maintenance, repairs, cleaning, provisioning, and crew assistance, catering to the needs of yacht owners and ensuring their vessels are well-maintained.
- **Luxurious Amenities:** Highlight upscale amenities for yacht owners and guests, including private lounges, fine dining restaurants, spa facilities, and recreational activities, providing an exclusive and indulgent experience.
- **Concierge Services:** Provide dedicated concierge services for yacht owners, assisting with itinerary planning, shore excursions, restaurant reservations, and other personalized requests, ensuring a seamless and enjoyable stay.
- **Waterfront Dining:** Showcase waterfront restaurants and bars with scenic views of the marina, offering gourmet cuisine, fresh seafood, and an extensive selection of wines and cocktails, creating a memorable dining experience.
- **Events and Regattas:** Organize or host prestigious yachting events, regattas, and sailing competitions, promoting the marina as a hub for the yachting community and enhancing its reputation in the industry.
- **Exclusive Membership:** Offer exclusive membership programs with benefits such as priority docking, access to members-only events, and discounts on services, attracting repeat clientele and fostering a sense of community among yacht owners.
- **Sustainability Initiatives:** Describe eco-friendly practices such as waste recycling, energy-efficient lighting, and water conservation efforts, promoting environmental responsibility within the marina.
- **Guest Testimonials:** Provide excerpts from yacht owners and guests expressing satisfaction with the marina's facilities, services, and the overall yachting experience.

MOST ROMANTIC RESORT



- **Intimate Accommodations:** Describe romantic suites, private villas, or overwater bungalows with luxurious amenities, ensuring privacy, comfort, and breathtaking views for couples.
- **Romantic Dining:** Highlight intimate dining experiences, such as beachfront dinners, candlelit meals, and private picnics, offering gourmet cuisine and fine wines in a romantic setting.
- **Spa for Couples:** Offer couples' spa treatments and wellness experiences, providing relaxation and rejuvenation for partners, with options for massages, baths, and holistic therapies.
- **Romantic Activities:** Provide tailored romantic activities, such as sunset cruises, stargazing sessions, couples' cooking classes, and private guided tours, creating memorable experiences for couples.
- **Wedding and Proposal Services:** Describe wedding planning services, proposal packages, and romantic wedding venues, ensuring couples have a seamless and magical experience during their special moments.
- **Romantic Surprises:** Offer surprise amenities and gestures, such as welcome gifts, flower arrangements, and personalized messages, adding a touch of romance to guests' stays.
- **Scenic Surroundings:** Emphasize the resort's picturesque location, whether by the beach, on a hilltop, or amidst lush gardens, providing a stunning backdrop for romantic moments and photos.
- **Privacy and Seclusion:** Highlight secluded areas, private pools, and hidden retreats within the resort, allowing couples to enjoy each other's company away from crowds and distractions.
- **Romantic Packages:** Offer romantic getaway packages, including spa treatments, gourmet dinners, excursions, and special amenities, providing couples with all-inclusive romantic experiences.
- **Guest Testimonials:** Provide excerpts from couples' testimonials expressing the resort's ability to create a romantic atmosphere, exceptional service, and unforgettable memories for their romantic getaway.

NISHAN SENEVIRATNE BEST CSR PROGRAMME

- **Community Engagement:** Describe initiatives focused on community development, including education, healthcare, infrastructure, and vocational training, benefiting local communities and improving their quality of life.
- **Environmental Conservation:** Highlight efforts to protect the environment, such as tree planting, beach cleanups, wildlife conservation, and sustainable waste management, contributing to environmental preservation.
- **Empowering Women:** Detail programs supporting women's empowerment, including skill development, entrepreneurship opportunities, and initiatives promoting gender equality and women's rights.
- **Health and Wellness:** Describe healthcare programs, medical camps, awareness campaigns, and support for healthcare infrastructure, enhancing the well-being of communities and addressing health-related challenges.
- **Disaster Relief:** Explain disaster relief efforts, including emergency response teams, relief supplies, and rehabilitation projects, providing aid to communities affected by natural disasters or emergencies.
- **Education Initiatives:** Highlight educational programs, scholarships, school infrastructure development, and technology access, promoting education and literacy among children and youth in underserved areas.
- **Sustainable Agriculture:** Detail support for sustainable farming practices, organic agriculture, and farmer training programs, encouraging environmental-friendly and economically viable farming methods.
- **Social Entrepreneurship:** Showcase initiatives supporting social entrepreneurs, local artisans, and small businesses, fostering economic growth and self-sufficiency within communities.
- **Partnerships:** Explain collaborations with NGOs, governmental agencies, and other organizations, enhancing the reach and impact of CSR programs through strategic partnerships.
- **Measurable Impact:** Provide data and statistics demonstrating the measurable impact of CSR programs, including the number of beneficiaries, improvements in living standards, and positive changes in communities.

NOMINATION

All Nominees are registered without a participation fee to enroll the brands and products to South Asian Travel Awards (SATA).

TO NOMINATE :

Fill the online application form on
www.southasiantravelawards.com

DEADLINE TO NOMINATE : 10 April 2024 (00.00 Hrs)

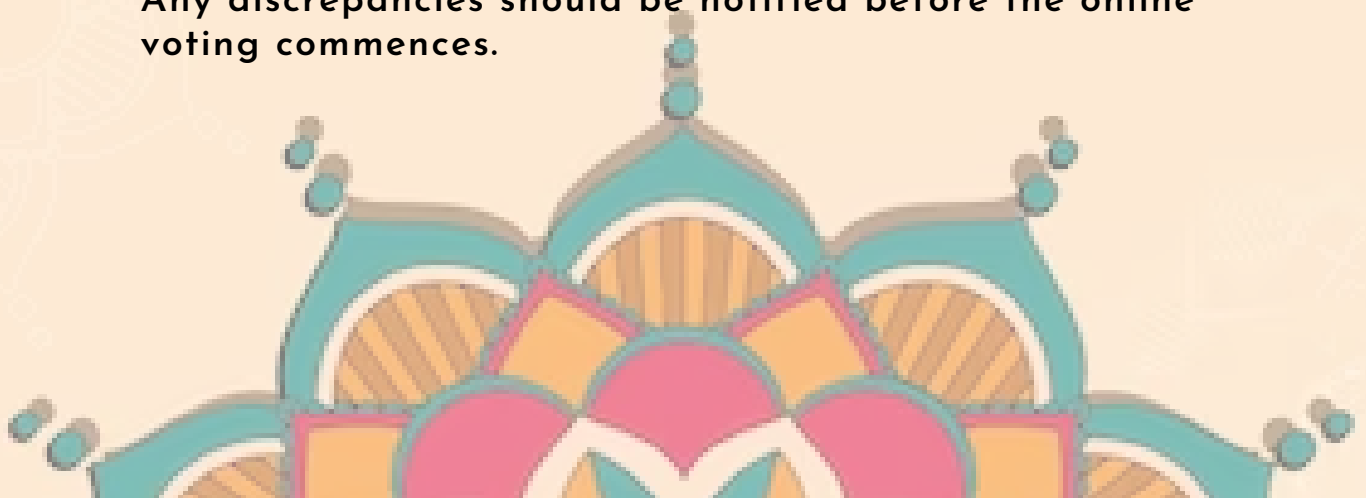
SATA Nomination Team under the Communication Department will coordinate with relevant authorities in the respective destinations in obtaining details of entitled entities.

The information will be circulated to the respective properties / travel industry bodies / NGO's prior to the deadline for nominations.

Once a property / service is nominated, the SATA team will notify each product about the final confirmed nominations together with the final category/s nominations has been accepted by SATA.

It is the responsibility of the nominee to ensure that the product / service is listed properly on the website www.satrawelawards.com.

Any discrepancies should be notified before the online voting commences.



NOMINEE CRITERIA

- **Company / Hotel Service Provider is eligible to apply under a maximum of three categories**
- **It is necessary to give a clear introduction of your company**
- **Please identify if you are part of an International Brand, Local Brand or a standalone product**
- **Please identify key USP's (Unique Selling Propositions) for the nominated product keeping in mind your competitive set. If you are nominated for more than one category, it is important to give the USP's to cover each of the nominated areas**
- **Allocation of 10 minutes for two category and 15 minutes for three categories will be the maximum time you will receive. It is necessary that you prepare your presentation according to the timelines given.**
- **The organizers have the right to accept / reject your nominations or nomination categories**



PRESENTATION

VOTING AND JUDGING

- 45% through online voting on www.sattravelawards.com
- 55% via professional presentation of the product.
- (Each participant will be invited to come and present their brand products and services)
- Expert Panel will be selected by the SATA, consisting of total 4 members from destinations within the SATA entitled region, this will include one member from the SATA committee.
- The Expert Panel will Travel to Major Cities based on nominations to evaluate the presentations of respective nominated

TIMINGS FOR PRESENTATIONS

1. Nominee : 3 mins visual and 7 minutes explanation or a total of 10 mins.
2. Nominee (max 3 Categories) : 10 mins for PPT / Video, interact effectively by explaining in 5 mins, a total of 15 mins.
3. Nominee (Brands with several properties) : Description of each property in 5 Mins, a brand with 6 properties will be entitled for a time frame of 1 hour in total.
4. Presentation by the Nominee shall be presented to the panel on a visual / ppt with a person explaining the property / service within a time frame entitled as per nomination.
5. Any Material collected or shared for the voting process shall be considered **PRIVATE & CONFIDENTIAL**



FOCAL POINTS

BANGLADESH

Mr H M Hakim Ali
+880 1819-312515

BHUTAN

Ms Sangeeta Rana
+975 17 62 08 03

INDIA

Dr Sachin Bansal
+91 97111 90192

MALDIVES

Ms Mariyam Maaisha
+960 798 0088

NEPAL

Mr Tek Bahadur Mahat
+977 985-1031495

SRI LANKA

Mr Tuan Sabir Vaffoor
+61 404 624 780

EMAIL

SECRETARIAT@SATRAVELAWARDS.COM





SOUTH ASIAN
TRAVEL AWARDS

