TRAVELtech Website Awards 2010

ELIGIBITY

The brains behind the website or business should be Australian or a foreign national working in this market. If based overseas, the business must have had its genesis in Australia with founding executives still playing an active role. Ideally, a significant portion of website development and design work has been done here in Australia. The main site focus must be informing, enabling or selling travel, either in Australia or overseas. The sites can be aimed at either a local or global audience.

FORMAT AND TIMING

This year there will eight categories in addition to TRAVELtech Website of the Year. The categories are:

- Best Airline Website
- Best Hotel Operator Website
- Best Hotel Booking Website
- Best Travel Agent Website
- Best Travel Destination Website
- Best Car/Camper Hire Website
- Best Tour Operator Wholesaler Website
- Best Niche Website

Nominations for each category will be accepted from July 28 through to Friday August 6, 2010. This can be done either through the relevant comment form on www.traveltrends.biz or direct to Martin Kelly – martin.kelly@traveltrends.biz.

The candidates will be narrowed down to a top 3 or 4 in each category before an autonomous judging panel takes over to determine the section winners. Each of these will be considered for TRAVELtech Website of the Year, won last year by Lonely Planet.

FIVE JUDGING CRITERIA

Innovation (is the site, at the very least, moving with the times and wherever appropriate utilising things like social media and maps to interact and engage with their audience)
Design and Usability (does it looks good, is the theme carried throughout the site, can it be easily navigated, is there always a logical click pathway)
Meeting the Brief (Does this site achieve what it sets out to do, how well does it serve the target market – does it have a target market)
Speed and Build (Do things happen quickly with no waiting around for images or information to download, does the site feel robust, well-built)
Content (Does the site have good content, it is well laid and authoritative, are images used well both to inspire and educate, is there too little/too much)

POINTS BASED SYSTEM

- First past the post principal
- Each criteria is worth a maximum 10 points
- A score of 1 to 10 will be awarded for each criteria
- Criteria scores will added together and a mark out of 50 awarded
- The winner of each category will have the highest score in that category
- The website with the highest overall score is TRAVELtech Website of the Year
- In the event of a tie the judges will confer to split.

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