



MEKONG TOURISM ALLIANCE AWARDS 2016

Date: **September 7th 2016**

Venue: **GEM Center, Ho Chi Minh City, Vietnam (TBA)**

This year marks the 8th edition of the Mekong Tourism Alliance Awards (MTAA), where we celebrate and recognize the brightest tourism stars in the Mekong region (Cambodia, Laos, Myanmar, Thailand and Vietnam) to instill a greater sense of pride in professionals and organizations as well as highlight their excellent quality in tourism and hospitality. This year's awards are proudly supported by the:

- Ministry of Tourism, Cambodia
- Ministry of Information, Culture and Tourism, Lao PDR
- Ministry of Hotels and Tourism, Myanmar
- Ministry of Tourism and Sports, Kingdom of Thailand
- Ministry of Culture, Sports and Tourism, Vietnam

CONDITIONS OF PARTICIPATION AND AWARD CRITERIA

A. CONDITIONS OF PARTICIPATION:

Tourism enterprises in the 5 countries of Cambodia, Laos, Myanmar, Thailand and Vietnam must meet the following conditions:

- The Business Registration Certificate or the equivalent is granted for at least one year;
- Manages the business effectively, guaranteeing a good livelihood and permanent jobs for employees, and provides high quality services with a customer-friendly attitude;
- Compliant with Laws: the party shall comply in all respects with all applicable legal requirements governing the duties, obligations, and business practices of that party and shall obtain any permits or licenses necessary for its operations;
- Has a strong corporate social responsibility, and a positive and active participation in activities relating to sustainable tourism development.

B. CRITERIA OF THE AWARDS:

1. The Best Outbound Travel Operator of the Year

The award will be presented to travel operators offering quality service and value to travellers from Cambodia, Laos, Myanmar, Thailand and Vietnam. The following criteria will be analyzed and taken into consideration during the judging for this award category.

Therefore, they must be highlighted in the entry submission:

- ✓ Innovative and attractive itineraries/tour packages;
- ✓ Reasonable prices guaranteed on travel packages;
- ✓ Various travel alternatives;
- ✓ Number of tourists served in 2015;
- ✓ Diversity in sales channels;
- ✓ Quality service offered to customers as evidenced by press, media, or customer testimonials.

2. The Best Inbound Travel Operator of the Year

The award will be presented to travel operators offering quality service and value to tourists coming to Cambodia, Laos, Myanmar, Thailand and Vietnam. The following criteria will be analyzed and taken into consideration during the judging for this award category. Therefore, they must be highlighted in the entry submission:

- ✓ Innovative and attractive itineraries/tour packages;
- ✓ Reasonable prices guaranteed on travel packages;
- ✓ Various travel alternatives;
- ✓ Number of tourists served in 2015;
- ✓ Diversity in sales channels;
- ✓ Quality service offered to customers as evidenced by press, media, or customer testimonials.

3. The Best 5-Star Hotel of the Year

The Best 5-Star Hotel of the Year will be awarded to five-star hotels that have shown excellence in every aspect including facilities, services, commitment to guests, and operation, etc. The following criteria will be analyzed and taken into consideration during the judging for this award category. Therefore, they must be highlighted in the entry submission:

- ✓ Location and entrance;
- ✓ Meeting room facilities and packages;
- ✓ Common facilities (24/7 restaurants, swimming pools, fitness center, and department store and etc.);
- ✓ Technology (internet connectivity, audio visual equipment, etc.);
- ✓ Number of rooms served in 2015;

- ✓ Quality service guaranteed to customers as evidenced by press, media, or customer testimonials, etc.

4. The Best Resort of the Year

The award will be awarded to the resorts that have shown excellence in every aspect including facilities, services, commitment to guests, and operation, etc. The following criteria will be analyzed and taken into consideration during the judging for this award category. Therefore, they must be highlighted in the entry submission:

- ✓ Resorts facilities and services;
- ✓ Friendly environment;
- ✓ Average occupancy rate in 2015;
- ✓ Unique architecture;
- ✓ Exterior landscaping and lighting;
- ✓ Quality service guaranteed to customers as evidenced by press, media, or customer testimonials, etc.

5. The Best Airline of the Year

The award will honor the best airlines serving the Mekong sub-region. Submission to the Best Airline of the Year award is open to all airlines operating in Cambodia, Laos, Myanmar, Thailand and Vietnam. The following criteria will be analyzed and taken into consideration during the judging for this award category. Therefore, they must be highlighted in the entry submission:

- ✓ Cabin comfort, cleanliness and ambience;
- ✓ Inflight entertainment systems;
- ✓ The numbers of occupied seats in 2015;
- ✓ Inflight cuisine services served with the highest degree of quality;
- ✓ The consistency of service across different flights;
- ✓ Inflight service quality in airline customer satisfaction and loyalty as evidenced by press, industry acknowledgement, awards, customer testimonials, etc.

6. The Best Tourism Website of the Year

The award will honor the best candidates providing tourist information and having excellent related online services. The following criteria will be analyzed and taken into consideration during the judging for this award category. Therefore, they must be highlighted in the entry submission:

- ✓ The number of monthly unique visitors;
- ✓ Online booking revenue in comparison to average total revenue in 2015;
- ✓ Good visual design of website (appropriate and relevant to company's branding), good navigation of website (which helps users move through the site easily), and effective search engine on the page;

- ✓ Simple and easy-to-use features from which customers can download information easily;
- ✓ Updated information about the company, range of products and services, contact information, and information of prices and fees;
- ✓ Safe and convenient booking and payment system, responsive system of shipping and receiving orders according to negotiable time and conditions, and available forms for online services;
- ✓ Clear business terms and conditions and which protect the privacy of customers' information.

7. Broadcast Excellence Award for Destination Promotion

The award will honor excellent programs promoting Lower Mekong tourist destinations on TV. The following criteria will be analyzed and taken into consideration during the judging for this award category. Therefore, they must be highlighted in the entry submission:

- ✓ Creativity;
- ✓ Relevance to promotional theme;
- ✓ Strong storytelling and a relevant message that the program wants to convey;
- ✓ Ability to influence viewers emotionally and rationally;
- ✓ Strong engagement that gets people talking and engaged over a period of time;
- ✓ Overall quality of the program.

8. The Best Festival of the Year

The award will honor the most attractive annual festivals that promote tourism in the Mekong sub-region. The following criteria will be analyzed and taken into consideration during the judging for this award category. Therefore, they must be highlighted in the entry submission:

- ✓ The festival themes;
- ✓ Organizers and co-organizers;
- ✓ Number of editions that the festivals were organized;
- ✓ Number of visitors participating in the most recent festival;
- ✓ Marketing and promotion plan for the festival;
- ✓ Plan in organizing the logistics and troubleshooting for the festival;
- ✓ Number of employees engaged in the organization and operation of the festival;
- ✓ Festival revenue, such as the revenue obtained from the retail and advertising at the festival, and the revenue obtained from ticket sales.