

Judged by leaders in the industry with a wealth of knowledge and experience, the Seatrade Cruise Awards offers recognition in both industry and personality categories. This is the opportunity to celebrate success as well as showcase many of the exciting innovations, projects and initiatives that have a positive impact on the development of the cruise industry.

This entry guide gives you all the information you need to prepare a winning entry and impress the judging panel!

Why Enter?

Taking part in the Seatrade Cruise Awards carries a range of benefits and opportunities for all entrants, including impressive PR and media exposure; the chance to stand out from the competition and recognise your achievements.

We are proud to be part of driving the cruise industry forward – the programme acts as a benchmark that pushes the boundaries, promotes innovation and provides a platform to identify new opportunities. It's a true celebration of industry success.

2020 Categories

The Seatrade Cruise Awards categories are split into our 'Industry' and 'Personality' awards.

Nominations for these categories are invited from the global cruise industry and winners are selected by an independent panel of industry experts.

Industry Awards

Port of the Year

Who is this award for? A port authority, port management company or cruise terminal operator which has made significant improvements to its handling facilities/cruise-tourism infrastructure over the past 12 months*

Destination of the Year

Who is this award for? A region/tourism body/association which has made significant strides in promoting cruise-tourism over the past 12 months*

Innovative Shorex of the Year

Who is this award for? To any cruise line, company or individual who has created, sourced or introduced an innovative shore excursion over the past 12 months*

Supplier of the Year

Who is this award for? To any firm or individual who has provided an exceptional quality service, product or innovation, to the cruise sector over the past 12 months*

Sustainability Award **NEW!** Sponsored by Cruise Baltic

Who is this award for? To any company, organisation or individual who has shown that it puts sustainability, both socially and environmentally, at the forefront of its business operations over the past 12 months*

CruiseBaltic

Expedition Cruise Initiative of the Year Award **NEW!**

Who is this award for? To any company, organisation or individual who has introduced an innovative concept, product, ship, shore excursion, or service specifically tailored to/for the expedition cruise sector over the past 12 months*

Talent Development Award **NEW!**

Who is this award for? To any company, organisation or individual who has demonstrated a commitment to talent development and training both on and offshore for the cruise sector over the past 12 months*

Personality Awards

Seatrade Cruise Personality of the Year - Sponsored by V.Ships Leisure

This award is for an individual who has gone above and beyond in their particular sector or industry, representing the best in their field and embodying the values we want to celebrate.

To be selected by Seatrade and V.Ships Leisure from nominations received.



Seatrade Outstanding Achievement Award

This award is for an individual who made an outstanding contribution to continuous growth and innovation of cruise industry.

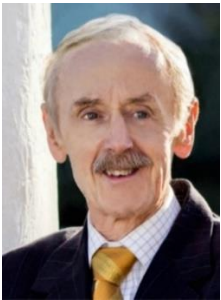
To be selected by Seatrade from nominations received.

*For the purpose of the past 12 months for the 2020 Awards Scheme this encompasses 01.08.19 - 31.07.20

What the judges are looking for

"An ideal entry would demonstrate creative thinking and have clear points of difference. It would be relevant to current challenges faced by the industry, or community it serves, and would be looking to move it forward with an obvious passion."

- **Grenville Cartledge, Managing Director, Four Gold**



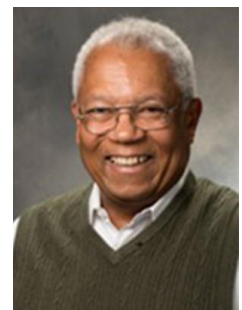
"I look principally for: value to the industry as a whole (rather than to the candidate per se); value to the cruise consumer; true innovation; results achieved; and how closely the submission addresses the award criteria. I also rate current year projects higher than ones which express aspirations yet to be achieved or were completed in previous years." - **Ted Blamey, Principal, CHART Management Consultants**

"Show the judging panel that you are passionate and proud of the achievements, which you describe in your entry." - **Claus Bødker, Director, Cruise Baltic**



"The best entries clearly communicate the innovation with a clear value proposition for the end consumer and how it differs from the status quo." - **William F. Humphrey, Jr. Ph.D. Assistant Professor of Marketing, Florida International University**

"A winning award entry should make a unique problem-solving contribution to the industry." - **Andrew Coggins, Cruise Industry Analyst, Clinical Professor, Management & Management Science Department- Lubin School of Business, Pace University, New York**



FAQ's

Who can enter?

Entries are accepted from across the globe and are free for all to enter. Nominations may also be submitted by third parties. 2019 winners are exempt from entering the 2020 Awards Scheme in their specific category.

How do I enter?

Entry is quick, free and easy to do, but please ensure you have read the category criteria and the terms and conditions carefully before filling out your [entry form](#).

When is the entry deadline?

The entry deadline is 10 August 2020. Unfortunately, this cannot be extended in any circumstances. All submissions will be assessed in late August.

Can I enter more than one category?

Yes! When submitting the same entry in more than one category, each application must be individually completed, with all references being made to the category in question.

Can I upload files to my entry?

Absolutely! There's the option to upload supporting documentation in addition to your 500-word entry form. This could be images, project details or client/customer testimonials – an opportunity to make your entry stand out.

What do I get if I win an award?

Outright Award winners will each receive a trophy, specially commissioned by Seatrade. Other finalists will be presented with framed certificates of commendation. In addition, finalists will benefit from unrivalled media exposure and PR within the cruise industry and recognition as leaders in the sector.

Good Luck and we look forward to receiving your entry for this year's awards.

Keep updated

seatradecruiseevents.com/awards



#STCAwards