

Cruise Lines Judges Recommendations

For the cruise line categories, you might want to focus on new ships, refurbishments, use of technology, customer satisfaction, sales and passenger growth or forward bookings. This is your story to be told the way that best shows off your achievements.

Ports and destination Judges Recommendations

For the ports & destination categories, you might want to focus on increased customer and passenger numbers, improvements to ports or local infrastructure, visitor satisfaction levels or improvements in facilities. This is your story to be told the way that best shows off your achievements.

On-board categories Judges Recommendations

For the on-board categories, you might want to focus on innovations introduced within the category you are entering. For example, new restaurants or locally sourced menus for Cuisine, new stage shows for Entertainment, cutting-edge beauty treatments for Well-being or choice of cabin toiletries for Accommodation. This is your story to be told the way that best shows off your achievements.

Industry Categories Judges Recommendations

The Industry categories are by nature quite diverse. For these categories, you might want to focus on improved service, product improvements, brand development or customer growth. This is your story to be told the way that best shows off your achievements.

Agent Categories Judges Recommendations

For the agent categories, you might want to focus on improved customer service, shop refurbishments, online development and improvements to product offering. This is your story to be told the way that best shows off your achievements.