

## 2012 WAVE Awards

TravelAge West is proud to announce the 2012 WAVE Awards.



**What does WAVE stand for?** *Western Agents' Votes of Excellence*

**Why did TravelAge West launch the awards program?** *The goal of the WAVE Awards is to give travel agents in the Western United States the ability to recognize the outstanding qualities and services of their travel supplier partners.*

**How are the nominees selected?** *The editorial team at TravelAge West, headed by Editor-in-Chief Ken Shapiro, reviews travel suppliers and products. Review methods include product analysis, on-site visits, a travel agent survey and online research. After careful consideration, "Editor's Pick" nominees are confirmed.*

**How are the winners selected?** *All "Editor's Pick" nominees are placed on the official WAVE ballot and put before the TravelAge West readers and visitors of [www.travelagewest.com](http://www.travelagewest.com). The ballot is printed in the two April issues of TravelAge West, posted on the publication Website and promoted via email communications to travel agents in the 14 Western United States. The voting window is open from April 1 through April 30, 2012.*

### AWARD CATEGORIES

#### **CRUISE**

- Cruise Line with Highest Client Satisfaction (less than 1,100 passengers)
- Cruise Line with Highest Client Satisfaction (more than 1,100 passengers)
- Best New Ship (Ocean-going)
- Cruise Line Providing the Best Travel Agent Support (includes booking tools, marketing support, education programs)
- Best Onboard Entertainment
- Best Onboard Teen Program
- Best Line for Cruise Value (Ocean-going)
- Best World Cruise
- Best Overall Cruise Line for River Cruising
- Best New Ship (River Cruise)
- Best Line for Cruise Value (River Cruise)
- River Cruise Line Providing the Best Travel Agent Support (includes booking tools, marketing support, education programs)

#### **TOUR OPERATOR**

- Best Tour Operator, Escorted
- Best Tour Operator, FIT
- Best Tour Operator – Africa
- Best Tour Operator, Asia
- Best Tour Operator, Australia/New Zealand/South Pacific
- Best Tour Operator, Central/South America
- Best Tour Operator, Europe
- Best Tour Operator, Hawaii
- Best Tour Operator, Mexico
- Best Tour Operator – Middle East
- Best Tour Operator – USA/Canada
- Most Knowledgeable Tour Operator Reservations Staff
- Tour Operator Providing the Best Travel Agent Support (includes booking tools, marketing support, education programs)

#### **RESORT/HOTEL**

- Best New Resort or Major Renovation, Caribbean
- Best New Resort or Major Renovation, Hawaii
- Best New Resort or Major Renovation, Mexico
- Best Hotel Children's Program, Hawaii
- Best Resort Spa, Mexico
- Best Resort Spa, Caribbean
- Best Resort Spa, Hawaii
- Hotel/Resort Chain Providing the Best Travel Agent Support (includes booking tools, marketing support, education programs)

#### **DESTINATION**

- Best Destination for a Cultural Experience
- Best of the West: Best Western Destination for a Ski Vacation
- Destination with the Highest Client Satisfaction, Asia
- Destination with the Highest Client Satisfaction, Europe
- Best Destination for a Destination Wedding
- Best Hawaiian Island for Outdoor Activities
- Favorite Three-Night Destination to Sell

#### **AIRLINE**

- Best Airline, Domestic
- Best Airline, International

#### **RAIL**

- Best North American Rail Vacation Provider

#### **WRITE-IN CATEGORIES**

- International Tourist Board Providing the Best Travel Agent Support
- Favorite Cruise Line Supplier Representative
- Favorite River Cruise Line Supplier Representative
- Favorite Tour Operator Supplier Sales Representative
- Favorite Hotel Supplier Sales Representative

**When will the winners be announced?** *The winners will be announced and celebrated at the WAVE Gala Dinner on June 7, 2012, at The Four Seasons Hotel Los Angeles in Beverly Hills.*

**How will Editor's Pick nominees & Winners be recognized?** *TravelAge West will publish a special WAVE Awards Spotlight Issue in June 2012 outlining all Editor's Pick nominees and announcing to our readership the WAVE Award Winners. The special issue will also include WAVE Gala event coverage, photos and stories on the companies recognized.*