

Best Transport Provider

Entry Planning Guide



Plan your answers before completing the online form

Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Innovation & Improvements

Max 1600 Characters

How your organisation improved the travel experience through innovation

Think about: How you adapted to changing customer needs or market conditions.

- New tools, services or operational improvements
- Ways your service stands out from competitors

2



Customer Care

Max 1600 Characters

How you deliver excellent customer service throughout the customer journey.

- Booking support, communication and aftercare
- Feedback handling, reviews or customer satisfaction evidence

3



Staff Engagement & Training

Max 1600 Characters

How you train, support and empower staff to deliver exceptional service.

Think about: What specialist training helps your team support young travellers?

- Customer service, safety or safeguarding training
- Staff development and team engagement initiatives

4



Marketing & Communications

Max 1600 Characters

How you market to youth, student and educational travel audiences

- Campaigns, partnerships or audience engagement
- Evidence of impact such as bookings, reach or engagement

5



Accessibility & Sustainability

Max 1600 Characters

How your organisation delivers accessible, inclusive and sustainable services.

Think about: How do you reduce environmental impact while improving accessibility?

- Accessibility features or inclusive practices
- Sustainability initiatives

6



Health, Safety & ESG Commitment

Max 1600 Characters

How your organisation protects passengers and supports responsible business practices.

- Health, safety or safeguarding measures
- Diversity, inclusion or community engagement initiatives

7



Impact on Local Destinations

Max 1600 Characters

How your service contributes positively to the destinations and communities you operate in.

- Partnerships with local businesses or attractions
- Economic, social or community impact

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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