

# **SATTE Awards 2026**

## **Terms and Conditions**

### **Definitions**

Awards	SATTE Awards 2026
Awards Management/ Management	Personnel from Informa Markets and / or organizers who are responsible for the overall conduct of the Awards
Website	<a href="https://www.satteawards.in/">https://www.satteawards.in/</a>
Participant	Any person that sends in an application to participate in the Awards as per the terms and conditions, or is nominated by Informa Markets to participate in the Awards
Application form	The participant must apply online on the above-mentioned website
Terms and conditions ("T&C" or "Terms")	The terms governing the Awards, as may be amended from time to time by the awards management

- By participating in the Awards, Participant agrees to abide by and be bound by these Terms and any amendment thereto
- These Terms may be modified by Award Management without any prior notification. The participant is advised to regularly review these Terms on the Website. Participants must clarify with the Management in case of any ambiguity or disagreement
- The Award categories and number of winners may be changed/modified/split/merged/increased or cancelled by the Jury based on the number and quality of entries received in each category
- The rewards may be changed/modified / split / merged/increased or cancelled at the sole discretion of awards management
- The decision taken by the Management based upon the observation & recommendations of Jury with respect to the evaluation/disqualification/qualification/adding nominations/recategorization is final and binding on all Participants. No claims/queries raised with respect to the same will be entertained in this regard
- If no Participant in a category is found to be satisfying the eligibility by the Awards Management, the prize may be cancelled. The decision of the Awards management in this regard will be final and non-awardable. The Awards management will not entertain any queries in this regard

### **Eligibility Criteria for participation in the Awards**

- The entity applying for the award should have been in operations for more than 2 years in India as of March 31, 2025.
- All applicants must have a valid certificate from the Ministry of Tourism (if applicable) along with active membership with respective industry trade association/ Incorporation Certificate/ GST Certificate
- The entity should offer services and amenities relevant to the specific award category and should meet basic service standards suitable for the category.
- The list of categories and its eligibility are as below

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
Hospitality	Boutique/ Family-Owned Hotel of the Year	Recognizes boutique or family-owned hotels with fewer than 100 rooms that offer intimate charm, personalized service, distinctive design, and a strong reflection of local culture. This category highlights properties that deliver memorable stays through attention to detail, heritage elements, and a warm, home-like hospitality experience, and are not part of large hotel chains.	1.The property must be boutique or family-owned, offering a personalized guest experience, distinctive design, and strong connection to local culture and heritage. 2. Hotels must have fewer than 100 rooms and not be part of a large hotel chain.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Business Hotel of the Year	Recognizes a hotel that delivers exceptional hospitality for business travellers through efficient services, well-equipped meeting facilities, seamless connectivity, comfortable accommodation, and amenities tailored for corporate needs. Eligible properties must primarily cater to business travellers and operate with a strong focus on convenience, functionality, and service excellence.	<ol style="list-style-type: none"><li>1.The property must primarily cater to business travelers, offering facilities such as meeting rooms, conference spaces, business centers, and connectivity solutions.</li><li>2.The hotel should be well-located in proximity to major business hubs, airports, railway stations, or convention centers, ensuring convenience and accessibility for business travelers.</li></ol>

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Hotel Chain of the Year	Recognizes a hotel chain that delivers consistent excellence across multiple properties through standardized service, strong brand identity, guest-first operations, and innovation. Eligible chains must operate at least three properties under the same brand with a nationwide presence.	1.The chain must operate at least three properties under the same brand, demonstrating consistent service, brand identity, and guest-first operations. 2.Properties must have a nationwide presence or a significant regional footprint.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Luxury Hotel of the Year	Recognizes a luxury hotel delivering exceptional guest experience through superior service quality, premium amenities, world-class hospitality standards, and distinctive design or ambience. Eligible properties must clearly operate in the luxury segment, offering an upscale environment, high-end facilities, and personalised services that cater to discerning guests.	<ol style="list-style-type: none"><li>1. The property must clearly operate in the luxury segment, defined by high-end facilities, premium services, distinctive ambience, and exceptional guest experiences.</li><li>2. The hotel must offer services and amenities typically associated with luxury hospitality, such as fine dining, wellness/spa facilities, executive lounges, personalised concierge, and premium accommodation.</li><li>3. Hotels of all eligible luxury standards are welcome, including 5-star, 5-star deluxe, and equivalent luxury-standard properties.</li></ol>

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Mid-Market/ Budget Hotel of the Year	Recognizes a hotel that delivers quality accommodation, essential amenities, and reliable service at a competitive price point, catering to value-conscious travellers. Eligible properties must operate in the mid-market or budget segment, focusing on comfort, convenience, and consistent guest satisfaction.	1.The property must operate in the mid-market or budget segment, providing quality accommodation, essential amenities, and consistent guest service. 2.Hotels must focus on comfort, convenience, and value-for-money experiences for guests.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Wellness & SPA Resort of the Year	Recognizes a resort that offers exceptional wellness and spa experiences, combining holistic therapies, rejuvenation services, fitness and wellness programs, and a serene environment. Eligible properties must primarily operate in the wellness and spa segment, providing high-quality facilities and personalized experiences that enhance guest well-being.	1.The property must primarily operate as a wellness and spa resort, offering holistic therapies, rejuvenation services, fitness and wellness programs, and a tranquil environment. 2.The resort must provide personalized guest experiences that enhance physical, mental, and emotional well-being.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
Specialized Travel Services	Cruise Operator of the Year	Recognizes a cruise company or operator delivering exceptional passenger experiences through well-planned itineraries, onboard services, and unique cruise offerings. Eligible entities must primarily operate cruise services catering to domestic or international travellers.	1.The applicant must operate cruise services in India. 2.The company must demonstrate a measurable impact on passenger satisfaction, operational efficiency, and service quality.



# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Excellence in Training & Capacity Building	Recognizes an organization or institute demonstrating outstanding initiatives in training, skill development, and capacity building within the travel, tourism, or hospitality sector. Eligible entities must have measurable programs that enhance employee skills, knowledge, and professional standards.	1.The applicant must operate training or skill development programs relevant to the travel, tourism, or hospitality sector. 2.Programs should demonstrate a measurable impact on employee skills, knowledge enhancement, and professional standards.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
Transportation & Representation	General Sales Agent of the Year	Recognizes a General Sales Agent (GSA) whose core role is selling on behalf of airlines, hotels, or cruise liners. Eligible entities must be authorized sellers for one or more travel brands and demonstrate measurable impact on sales performance and customer engagement.	1.The applicant must act as an authorized seller / official GSA for one or more airlines, hotels, cruise liners, or travel brands. 2.The entity must demonstrate measurable impact in sales, distribution, customer engagement, or market expansion.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Luxury Bus Operator of the Year	Recognizes a bus operator that provides exceptional luxury travel experiences through high-quality vehicles, superior service standards, reliability, safety, and customer experience. Eligible entities must operate luxury coach services for domestic or intercity travel, catering to premium or corporate travellers.	1.The applicant must operate luxury buses/coaches, clearly positioned in the premium segment. 2.Services must cater to premium/intercity/corporate travellers with enhanced comfort, amenities, and professional service standards.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Luxury Car Operator of the Year	Recognizes a company that provides premium car rental or chauffeur-driven services with exceptional vehicles, service quality, safety, and customer experience. Eligible entities must operate luxury or high-end vehicles for individual, corporate, or group travel.	1.The applicant must operate luxury/high-end cars such as Mercedes, BMW, Audi, Jaguar, Lexus, premium SUVs, or equivalent. 2.Services must cater to individual travelers, corporate clients, airport transfers, events, delegations, or premium tourism.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Travel Representation Company of the Year	Recognizes companies that act as professional representatives for destination management entities, hotels, specific destinations, or local service providers, delivering exceptional on-ground services, coordination, and support to travel brands. Eligible applicants must operate as a dedicated travel representation company.	<p>1.The applicant must operate as a dedicated travel representation company, providing on-ground services, coordination, or support to travel brands, hotels, destinations, or local service providers.</p> <p>2.The company must demonstrate a measurable impact on operational efficiency, client satisfaction, or travel experience enhancement.</p>

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
Travel Agents & Tour Operators	Domestic Tour Operator of the Year	Recognizes a tour operator that specializes in delivering exceptional travel experiences within India through well-planned itineraries, strong destination expertise, and reliable on-ground services. Eligible entities must primarily operate domestic tours across multiple Indian destinations.	1.The entity must be a registered tour operator whose core business includes itinerary planning, accommodation bookings, transportation arrangements, sightseeing activities, and on-ground customer support across multiple destinations, etc., exclusively in India.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Inbound Tour Operator of the Year	Recognizes a tour operator that specializes in bringing international travellers to India and delivering high-quality inbound travel experiences through curated itineraries, strong destination knowledge, and dependable ground operations. Eligible entities must primarily handle inbound tourism to India.	1.The entity must be a registered tour operator offering end-to-end inbound tourism services, including itinerary creation, accommodation bookings, domestic transportation, local experiences, meet-and-assist services, multilingual support, etc. to travelers visiting India.

# **SATTE Awards 2026**

## **Terms and Conditions**

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	MICE Tour Operator of the Year (Domestic & Outbound)	Recognizes a tour operator excelling in planning and managing Meetings, Incentives, Conferences, and Exhibitions (MICE) across India and international destinations, demonstrating strong execution, logistics capability, innovative planning, and seamless group handling. Eligible entities must primarily operate in the MICE segment for domestic and/or outbound markets.	<p>1.The applicant must be a registered tour operator providing end-to-end MICE planning, including conceptualization, logistics, travel arrangements, venue management, group handling, and on-site execution, etc. They should demonstrate specialized expertise such as event planning, large-group handling, budgeting, vendor coordination, and venue sourcing.</p> <p>2. The applicant should offer services and amenities relevant to the specific award category and should meet basic service standards suitable for the category.</p>



# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Niche/ Specialised Tour Operator of the Year	Recognizes a travel operator specializing in a focused or niche segment - such as adventure, wildlife, luxury experiential, pilgrimage, wellness, cruises, or curated thematic tours - offering highly specialised itineraries and exceptional customer experience. Eligible entities must primarily operate within a defined niche category and demonstrate expertise and consistent delivery in that segment.	<p>1.The entity must primarily operate within a defined niche- such as adventure, wildlife, luxury experiential, MICE niche, pilgrimage, wellness, cruises, heritage, food &amp; culture, sports, or any curated thematic category. Their offerings should cover specialized itineraries designed uniquely for the niche - custom-built routes, expert-led experiences, experiential add-ons, or destination-specific insights.</p> <p>2. The entity should offer services and amenities relevant to the specific award category and should meet basic service standards suitable for the category.</p>

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Online Travel Agent/Platform of the Year - B2B	Recognizes an online travel platform that primarily operates as a B2B travel services provider, arranging and distributing travel products - such as air tickets, hotel bookings, transport services, and holiday components - to other businesses. Eligible entities must operate mainly in the B2B segment and must not be consumer-facing as their core business.	1.The applicant must operate primarily as a Business-to-Business (B2B) travel services provider, delivering travel products, booking solutions, and related services to other businesses. The platform must directly handle primary activities related to business travel covering - Air tickets, Hotel/accommodation bookings, Transfers and transport services, Employee Holiday components, packages, or related travel inventory.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Online Travel Agent/Platform of the Year – B2C	Recognizes an online travel platform that directly serves end consumers, arranging travel services such as flights, accommodation, transportation, and holiday packages through a digital interface. Eligible entities must operate primarily in the consumer travel segment, providing direct booking and customized travel options online.	1.The applicant must operate primarily as a Business-to-Consumer (B2C) online travel platform, offering travel booking services directly to end users only. The platform must provide a digital interface (website, app, or online system) through which consumers can directly search, book, and manage their travel services.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Outbound Tour Operator of the Year	Recognizes a tour operator that specializes in organizing and delivering exceptional international travel experiences for Indian travellers through well-designed itineraries, reliable partnerships, and strong destination expertise. Eligible entities must primarily operate outbound tours from India to global destinations.	1.The applicant must be a registered tour operator offering end-to-end overseas travel services, including itinerary creation, international flights/transport arrangements, visas support, accommodation bookings, sightseeing, destination experiences, and on-ground coordination, etc., to Indians visiting foreign destinations.

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	Travel Technology / Platform Provider of the Year	Recognizes a technology company or digital platform that enables and enhances travel planning, booking, distribution, or operational efficiency through innovative technology solutions. Eligible entities must provide technology, software, or digital tools specifically designed for the travel ecosystem - such as booking engines, automation tools, distribution platforms, CRM systems, payment solutions, AI tools, or travel management systems.	1. Only companies or platforms that provide technology, software, or digital tools for the travel industry are eligible. Entities whose primary business is travel services, tour operations, or bookings without offering a technology solution are not eligible.

# SATTE Awards 2026

## Terms and Conditions

Segment	Category/ Subcategory	Definition	Eligibility Criteria
Tourism Promotion (Jury Driven)	International Tourism Board of the Year	Recognizes international tourism organizations that have successfully promoted their destinations in the Indian market through impactful campaigns and trade engagement.	

# **SATTE Awards 2026**

## **Terms and Conditions**

Segment	Category/ Subcategory	Definition	Eligibility Criteria
	State Tourism Board of the Year	Recognizes Indian state tourism boards that have driven remarkable initiatives to promote domestic and international tourism through innovative marketing and destination development.	

- Details provided in the form must pertain to the period from April 01, 2023, to March 31, 2025.
- Winners from previous editions for the same initiative or identical project details are not eligible to participate in the same category.
- The participant should be 18 years of age to participate in the Awards
- Individual should be an Indian citizen currently residing in India, and legally eligible to work in India
- An organization cannot participate on behalf of its sister units, parent organization or other organizations under the parent organization
- Participation in the awards is subject to defined terms and conditions available on the above mentioned on the website

# **SATTE Awards 2026**

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- The Award categories may be changed/modified / split / merged/increased or cancelled by the Awards Management and/or Jury based on the number of entries received in any category, and the quality of the entries. The decision in this regard will be final, non-contestable, and binding on all participants. The Awards management will not entertain any queries in this regard
- If at any time, including after the conclusion of the Award ceremony, any information provided by any participant, is found to be incorrect in any manner, then the participant will be liable to be disqualified and / or return the Award

### **Call for Entries & Participation**

- The call for entries for the Awards will be announced in one or more media platforms and / or by direct communication, and that shall be construed to be adequate notice for call for entries
- Participant can apply for the Awards by completing the application form online
- Link to fill the application form will be available on the above-mentioned website
- Participant needs to duly fill all information points on the Application Form
- Participant can have multiple entries in multiple categories
- The Awards management has the right to reclassify application form/forms from one prize category to another, at their discretion

### **Submission of Entries- Online**

- Awards Management will not be responsible for application form/forms that are damaged / lost due to lack or lapse in any communication because of internet failure or any other reasons
- It is mandatory for all the entries to attach the mandatory documents as mentioned in the respective category
- Participation in the Awards in any manner will be construed as an acceptance to the Terms and conditions stated herein
- Participants can fill the form on the website and submit the completed application form online

### **Completeness of Entries/ Disqualification**

- All mandatory fields of the application form need to be complete in all respects; else it may be disqualified from participation.
- Entries will be accepted in English language only
- The work submitted by the Participant must be original in nature
- Management shall have a right to disqualify any Participant in case of violation of this term or in case of any third-party claim relating to IP infringement or any third party right.
- No work which is copied/replicated/influenced / redone by an existing initiative will be permitted to participate
- All work submitted by the Participants for the Awards, including but not limited to Intellectual Property Rights therein, will be owned by the Management



# **SATTE Awards 2026**

## **Terms and Conditions**

### **Timelines**

- The defined timelines are subject to change based on circumstances
- Management and its sub-contractors shall not be held accountable/liable for any disruptions/stoppages/interruptions or cancellation of the Awards or its ceremony or any part of its processes because of any factors beyond its control

### **Additional Information**

- Participants may be contacted for any additional information to verify the information provided. Such information sourced from the participants will become part of the original application
- Management has the right to ask for documentary proof of information. If such a request is made and the participant does not comply within 5 working days from the date the request is made, the participant may be disqualified from the awards
- Management or the team appointed by Management will try to contact the Participant on best effort basis by any means deemed appropriate.
- In the event it is not possible to contact any Participant to obtain information on them, interview them, etc. such Participant may be disqualified from further participation
- The participant hereby irrevocably authorizes the Management to use the data gathered during and/or the Awards in respect of the participants. This shall be the property of awards management and awards management shall be entitled to use the same in its communications including marketing promotions and advertisements along with/without awards management's brand.
- Management shall not be liable in any manner for any mishap, accident, injury, or damages etc. of whatsoever nature, caused to the participants during the Awards. Further, Management shall not be liable in any manner for any loss, damage, theft, or any other mishap caused during the Awards.

### **Winner determination**

- An independent jury appointed by the Management will evaluate the entries and determine the winners for the Awards.
- If required, the Participants will be asked to present their work to the jury members in a virtual jury round

### **General**

- Participant agrees that the Participant is legally capable of entering and, if selected, participating in the Awards and agree to the Terms and that Participant is competent (i.e., Participant are of legal age and mental capacity) and eligible to enter into this legally binding agreement on Participant
- Participant understands and agrees that merely participating in this Awards does not entitle the Participant to a prize or to any other form of consideration

# **SATTE Awards 2026**

## **Terms and Conditions**

- Participant warrants and represents to the Management that all information including any communications, software, photos, text, video, graphics, music, sounds, images and other material submitted or recorded in any manner by the Participant or the partners of Management including the Management for consideration for the Awards are solely owned by the awards management and do not infringe upon any other individual or organizational rights (including, without limitation, intellectual property rights). Participant shall be completely responsible for handling claim of infringement or alleged infringement by any third party and shall indemnify awards management entities (in India or abroad) and the Awards Management from any claims, costs or damages from infringement or alleged infringement of any third-party rights including intellectual property right or the defines of a claim or any costs payable thereof
- Participant must enter the Awards at their own will and the Management are not in any way obligated or liable for any loss or costs that the Participant may suffer or incur and nothing is payable to the Participants for participating in the Awards or any event prior to or following the Awards
- Participants for the purpose of entering the Awards, grant awards management a royalty-free, irrevocable, worldwide, non-transferable, non-exclusive right and license to use and display such entry, for participation in the Awards, and any intellectual property in relation to and arising out of such participation in the Awards and footage thereof, which shall include trade publications, press releases, electronic posting to the Website, the awards management website in any display format selected by awards management during the Awards or use by awards management as it deems fit
- The Management reserves the right to, at its discretion, withdraw or amend or add to the T&C of the Awards at any time, with prospective or retrospective effect, and does not take responsibility for any loss or damage that any individual or organization may suffer as a result of participating or attempting to participate in the Awards, the Awards being withdrawn, or its Terms amended
- Should a participant wish to withdraw from the Awards, kindly inform the Management in writing at any time up to one week prior to the final awards ceremony, in this case, the nomination fee will be non-refundable
- All disputes relating to or arising out of the Awards shall be subject to the laws of India, and shall be subject to the exclusive jurisdiction of the courts of competent jurisdiction at Mumbai, India
- The Participants indemnify awards management, its employees, officers, contractors, partner or other persons used by them in relation to this Awards and hold them harmless against any loss, claim, demands, costs, damages, judgments, expenses or liability (including legal costs) arising out of or in connection with any or all claims, that may be brought against the Management by any third party in connection with the Participants participation in or winning the Awards, which is inconsistent with any of the warranties and representations made by the Participants, or due to breach of these Terms and shall reimburse awards management for any loss, costs, expense, or damage to which said indemnity applies. awards management shall give the Participant prompt written notice of any claim or actions covered by this indemnity, and the Participant shall have the right, at its own expense, to participate in any such action

# **SATTE Awards 2026**

## **Terms and Conditions**

- Decision of Management on all matters is final and binding on all Participants and no correspondence will be entertained on the same
- In the event these Terms do not cover any question or complaint in relation to the Awards, the same will be concluded on by the Awards Management (for all other issues) or an independent body or legal team as appointed by the Awards Management and deemed necessary
- The Participant agrees to give full consent unconditionally for awards management to share any information provided by the Participant with agencies working with them with regards to the program, its recording and broadcasting and related activities including agencies involved with awards management
- The decision of awards management in relation to the interpretation of any of these Terms shall be final and binding on the participants
- If Participants are unclear as to the Terms or any element of the Awards or have any queries/concerns pertaining to the Awards, they can write in with their questions, concerns or queries to the following email address: **Disha Annaldas** - [Disha.Annaldas.IN@informa.com](mailto:Disha.Annaldas.IN@informa.com), awards management shall endeavour to the best of its ability to respond thereto.

### **Website**

- The website provides information and acts as the only means to enter the Awards.
- Awards management shall not be responsible for:
  - Any delivery, failures relating to the registration or uploading videos/presentations.
  - Any SPAM generated messages as result of Participant accessing the Website
  - Awards Management not receiving or rejecting any data
  - Any lost, late, or misdirected computer transmission or network, electronic failures of any kind or any failure to receive entries owing to transmission failures or due to any technical reasons and
  - Other conditions/situations or failures beyond its control

### **Disclaimers**

Awards management or its subsidiaries or holding entities are not liable or responsible for any action or decision was taken by Participant or anyone acting on Participant's behalf or under Participant employment or under contract with Participant. Awards management shall not be under any obligation to Participant and Participant shall have no obligation or rights in relation to the Awards and shall have no claims whatsoever against the awards management relating to the selection process or the running of the Awards

Management has no obligation to screen the entry material in advance and is not responsible for monitoring entries for preventing violation of intellectual property ownership rights, or violations of any law, rule, or regulation. If the Management is notified of submissions or materials that may not conform to the Terms, it may investigate the allegation and determine in good faith and in its sole discretion whether to eliminate such an entry from consideration. The Management has no liability

# **SATTE Awards 2026**

## **Terms and Conditions**

or responsibility to Participants or other users of the Microsite for the performance or non-performance of such activities.