

2026 EMPLOYER GUIDE

Guide to entering Best Workplaces in Travel



Best Workplaces in Travel is an annual employee engagement survey and awards

We provide top travel companies with critical insight into the key issues and drivers for people working in the travel industry, with awards celebrating the best performers.

How to get involved:

● Register

First up, click the enter now button on our website and complete your company details and payment.

● Share the Survey

You'll receive your unique survey link, plus a template to encourage employee participation. The survey should take under ten minutes to complete (it's anonymous and is treated in complete confidence). You choose when you want to send out the survey, but this must be completed by 22nd May.

● Your Insights

On reaching your completion target, you'll be given access to online insight reports summarising your feedback data, with comparisons against peer averages and benchmarks once the survey has closed.

● Notification of Results

An overall score will be generated from your results which allows us to identify the Best Workplaces in Travel. All entrants will be notified within two weeks after completion deadline.

● The Awards

You will be invited to attend the award ceremony in London to recognise and celebrate the Best Workplaces in Travel, where the winners in each category will be announced, plus some special awards.



1st December 2025

Survey opens for entry

20th April 2026

Entry window closes

22nd May 2026

Survey completion deadline

5th June 2025

The Best Workplaces in Travel 2026 are notified

2nd July 2026

Sparkling award ceremony

Our unique survey:

Our survey is the ONLY one that asks employees what's important to them first and foremost, and then rate their employer as to how they are performing against that criteria. They'll also answer our six 'killer questions' including an Employee Net Promoter score.

The data collected allows leaders to measure engagement levels, as well as provides the insights to make smart decisions when it comes to their people strategy.

Final individual outcomes are calculated and combined with those of your other employees to produce your organisations overall score. The top scoring travel companies will be recognised as one of the Best Workplaces in Travel.

BENEFITS

Understand your employees, attract the best talent and build a strong foundation for growth and success.



Get insight that drives actions

Our survey gives you measurable insights into what your people think, so you can take actions to improve.



Make informed decisions

Feedback gained from our survey enables you to make decisions based on fact rather than guesswork.



Compare yourself with the best

Our survey gives you industry wide insight so you can compare yourself with other travel companies.



Raise your profile

Be an employer that top talent aspire to work for in a competitive recruitment landscape.

Driving survey completion:



Promote it through usual channels such as meetings and social media explaining 'What's in it for me?' so your people are encouraged to give honest feedback



Make available a tablet or computer at work for easy access – managers could take one into their team meetings to encourage people to complete then and there.



Let people know how the survey results will be used, and when you will communicate outcomes and resulting actions.



Remind them this is a quick, anonymous survey that they can complete in their own time; or you might like to give them an extra five minutes on their break to complete.

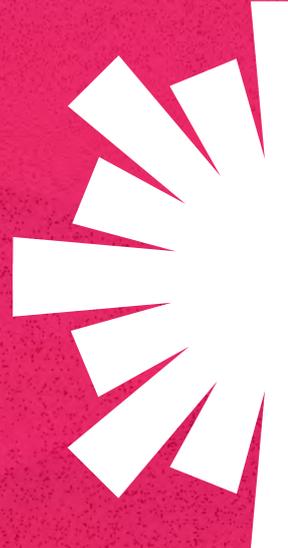


Senior management play an important role in encouraging people to offer feedback – so it's crucial that they are on board from the start and talk about it at every opportunity.

Recognising every size of organisation

Best Workplaces in Travel is now open to all publicly and privately held companies selling travel products within the travel industry.

Whether you're a small startup or a large corporation, we want to hear from you! To be eligible, you must have at least 10 employees working in the UK and/or Ireland. We're looking for companies that prioritise their employees' well-being, provide a positive work environment, and demonstrate a commitment to excellence in employee engagement.



Small 	Mid-Size 	Large 
NUMBER OF EMPLOYEES 10-49	NUMBER OF EMPLOYEES 50-199	NUMBER OF EMPLOYEES 200+
LEVEL OF COMPLETION 80%	LEVEL OF COMPLETION 65%	LEVEL OF COMPLETION 50%
COST £395 +VAT	COST £595 +VAT	COST £795 +VAT

OUR AWARDS

The winners of the three size-based categories, along with the special recognition awards, will be announced at our event on the 2nd July.

MAIN CATEGORIES

- Best Small Company
- Best Mid-Size Company
- Best Large Company

SPECIAL AWARDS

- Equity
- Wellbeing
- Progression
- Performance & Recognition
- Happiness
- Purpose



Testimonials

“Taking part in the BWIT survey is more than just a benchmark, it’s a chance for employers to hear directly from their teams, understand what’s working well, and where they can improve. It’s a powerful tool to help businesses evolve their culture, retain talent, and build organisations that people truly want to be a part of.”

“Well done to all the winners and finalists, and thank you to BWIT for continuing to shine a light on the importance of people, purpose, and culture in travel.”

Helen Turner – BTA



We’ve been entering Best Places to Work in Travel for several years now. The team make it simple and easy to run and the survey provides us with valuable insights to help steer our people focus areas while also helping us to recognise what makes our culture so strong. On top of that, it’s a great bonus being able to understand the benchmarks of the wider industry and how we stand versus other travel companies.

It’s an excellent scheme and one, which, I’m sure we will continue to enter and gain benefit from in the years to come

Ed Pyke, CEO – Simpson Travel

We are beyond proud to announce that we’ve been recognised, for the 4th time in a row, as a best workplace in Travel 2025. This means a lot to us! This award is a reflection of the incredible culture we’ve built as an office and as a company — and the numbers and feedback from our team speak for themselves. A whopping 89% eNPS vs 59% (industry average).”

“I would like to specially thank Gail Kenny for creating this platform to showcase the best workplaces in our industry. The insights and feedback of the BWIT report will help us build on our current successes.”

Intrepid Travel





Good luck to everyone entering this year!

For queries, please contact:

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