



TBLA

TRAVEL BUSINESS LEADER AWARD ASIA PACIFIC 2015



## AWARD ELIGIBILITY

TBLA recognizes the business leader who makes his/her vision a reality for the company – driving growth, success and profitability in Asia. Key judging considerations include:

- Leadership skills and vision
- Sound expansion strategies
- Community contributions

To ensure transparency and credibility, only listed companies with publicly available data will be considered for TBLA. Candidates for this Award:

- Must be distinguished business leaders in the travel and tourism industry which includes Airlines, Hospitality (hotels & resorts), Attractions, Tour Operators, Travel Agents and Airports;
- Must be the final business decision maker in their company;
- Comes from a company that has a registered office in Asia;
- Can be nominated regardless of gender, age or race; and
- Must be in their current role for a minimum of two years.

## THE JUDGING PROCESS

Under stringent, objective and transparent criteria, business leaders are judged by an independent panel of world-respected management strategists, academics, corporate personalities and CNBC executives.

### PHASE ONE

From a quantitative organization data analysis, the top performers from across Asia are selected and invited to submit their nominations via the attached nomination form before proceeding to Phase Two.

### PHASE TWO

Face-to-face interview to assess the candidates' leadership capabilities.

### PHASE THREE

Final selection of winner for the award.



The CNBC Travel Business Leader Award (TBLA) 2015 will be presented during the TravelRave Leaders Gala 2015.

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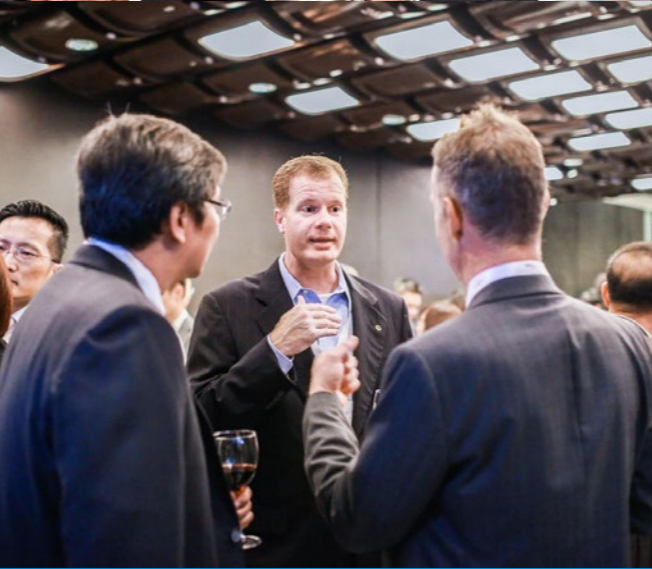
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## ABOUT THE AWARD ORGANIZER

CNBC is the world's leading business and financial news network for vital global stories and analysis. Whether on-air, on-ground or online, CNBC delivers fast, accurate, actionable and unbiased business news anytime and anywhere. From breaking news to the most important economic events around the world, stay with the action as anchors, reporters and crew work year-round to provide the best coverage and insight in the business.

CNBC is dedicated to CEOs, senior corporate executives, the financial services industry and private investors. The channel is available in 377 million homes worldwide.

## ABOUT TBLA

Since its inception in 2010, CNBC Travel Business Leader Award (TBLA) has recognized business leaders who have demonstrated leadership excellence within the travel and tourism industry – driving growth, success and profitability.

Qualities including innovation, management skills, and the ability to formulate strategies and capitalize on key trends are the key judging criteria.

**“ There are many industry awards out there but it is a rarity for an award to be devoted to leadership excellence. I am honoured to win this award as I believe the value of TBLA stems from the sophistication and transparency of the selection criteria. This award is yet another source of motivation for me and the team to continue driving our company's growth. ”**

Mr Stephen Ho, President of Starwood Hotels & Resorts, Asia Pacific and winner of CNBC's TBLA 2014

## THE VALUE OF A TBLA AWARD

CNBC recognizes your company as a leader in best business practices and innovative strategies. Only invited companies can nominate their Chairman/CEO for a TBLA award.

By submitting a nomination, your company can reap rewards such as:

- Greater brand name recognition via CNBC Asia's platforms.
- Media exposure for your company including profiling on cnbc.com.
- Positioning of your company as a market leader in the eyes of your peers and the media.
- Reinforcement of your company's commitment to growth.
- Validation of your company's efforts and giving a vote of confidence that attracts and retains talent.
- An opportunity to take a critical view of your company's operations.

## HONORED WINNERS FROM THE PAST

TBLA honors the very best in the travel and tourism industry. These winners epitomize the core values of a successful leader – strength, innovation, ingenuity, knowledge and foresight – values that are imperative to carving out powerful businesses in the global economy.

TRAVEL BUSINESS LEADER OF THE YEAR 2014

**Mr. Stephen Ho**  
President, Asia Pacific  
Starwood Hotels & Resorts Worldwide

TRAVEL BUSINESS LEADER OF THE YEAR 2013

**Mr. Emirsyah Satar**  
President and CEO  
PT Garuda Indonesia (Persero) Tbk

TRAVEL BUSINESS LEADER OF THE YEAR 2012

**Mr. Ho Kwon Ping**  
Executive Chairman  
Banyan Tree Holdings Limited

TRAVEL BUSINESS LEADER OF THE YEAR 2011

**Tan Sri Dr. Tony Fernandes**  
Group Chief Executive Officer  
AirAsia Bhd