

Inbound Tourism Award

This category recognises businesses that have adapted or developed their product to appeal to international visitors and increased business from target inbound markets. Entrants will provide high quality service and memorable experiences for international visitors and undertake specific marketing activities to reach this audience.

Eligibility criteria:

- Any business directly involved in tourism is eligible. This includes accommodation providers, visitor attractions, restaurant/cafes, tourist information providers and other types of businesses, such as retail outlets that are part of the visitor economy.
- The business must recognise the importance of, and cater for, the tourism market.
- Must be open for business at some point between 8th January and 9th March 2018, so the judges can visit/make a booking. If you are closed for any part of this period, please ensure this is highlighted on your application form. Even if your business is closed for this entire period, if you are able to receive a visit from a judge you may still be able to enter.
- If you have any questions, please email VEAwards@visitengland.org

The judging will be based on this entry form, your website (viewed on desktop, mobile and tablet), and any other online presence that you might have, including social media. The judges will also look at your online customer reviews. If entering via a regional awards' programme and you have already received the report from the judges, please attach this with your application.

For any business that holds a current VisitEngland accreditation, the most recent VisitEngland assessment report will be taken into account. Please note, there is no requirement for businesses to be quality assessed by VisitEngland, the AA or any other assessing body.

If there is any other information (not available online) that you would like to include to illustrate points made in your application, for example, regional or national press coverage, please create and upload a single document in Word or PDF format. Please name this document using your business name and the wording Supplementary Evidence. If more than one document is sent, it will not be made available to the judges (this does not include your regional judging report). Please ensure each piece of evidence in your Supplementary Evidence document is indexed to the relevant question.

Please try to answer all questions as fully as possible, but within the word limit. At the end of each question you may include web links, if you have them, to support your answer. These can be in addition to the word count.

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Please give details of the person we should contact with regard to this entry. The email given here will be the email address we will use for all future correspondence.

Contact Name:	
Job title / role:	
Business name: (that may be used in future publicity)	
Address:	
Telephone number:	
Mobile:	
Email (for us to contact):	
Website:	
Details of any other websites you would like us to look at regarding your entry, including social media (e.g. Twitter, Facebook, Instagram etc.):	
When is your property closed? <i>(We require this information in case your business is shortlisted for a judging visit)</i>	

1. Please give a brief description of your business

For Example

- How long have you owned and operated the business?
- Do you employ staff?
- The location and style of business.
- What inbound markets do you target and who are your typical customers?

Maximum 200 words.

2. Please list any awards won and/or ratings and accolades achieved in the last two years, including title, awarding body, level and dates achieved. For example, TripAdvisor certificates, Michelin, Green Tourism, AA, VisitEngland etc.

NB Details of all previous applications to the VisitEngland Awards for this category must be disclosed here.

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3. Customer Service. How do you ensure that international visitors have an enjoyable and memorable visit?

For Example

- How do you welcome international visitors?
- Do you have any special procedures or services for these visitors?
- Have you, or your staff, undertaken any training or carried out research in order to cater for international visitors?

Maximum 250 words.

4. What adaptations have you made to your business in order to win and retain business from international markets?

For Example

- Employing staff with appropriate language skills
- Provision of information
- Adapting payment methods
- Food and beverage offering
- How have these improvements been received by international visitors?

Maximum 250 words

5. What marketing have you done to attract new and repeat business from international visitors and what was the result?

For Example

- Are you undertaking any marketing to existing or new international markets?
- Are you marketing your business directly to your target inbound market(s)? If so, then how?
- Are you linking to travel agents and tour operators?
- Innovative use of social media

Maximum 250 words.

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6. Sustainability and Accessibility

A. What is your business doing to manage and improve its environmental, social and economic impacts?

For Example

- Environment - Actions addressing energy, water, waste, wildlife and transport
- Social - Action to engage and support your local community and charities
- Economic - Action to support the local economy and ethical considerations when purchasing

Maximum 150 words.

B. What steps have you taken to welcome people with a range of accessibility requirements?

For Example

- Do you have an Accessibility Guide (formerly an Access Statement) to promote your accessibility?
- Examples of investments to increase physical accessibility
- Relevant training undertaken such as disability awareness

Maximum 150 words.

7A. Sum up what makes your business unique in serving international visitors and why you should win this award.

Maximum 200 words.

7B. Please give three pieces of advice on how other businesses can target inbound markets.

Maximum 150 words.

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TERMS & CONDITIONS

By submitting an entry to the VisitEngland Awards for Excellence, you agree to be bound by the following terms and conditions:

- The closing date for receipt of entries is 5pm Friday 5th January 2018.
- Employees or representatives/agents of VisitEngland are not eligible for entry into the Awards.
- Businesses can enter more than one category, but separate entry forms and supplementary information must be completed for each. **Please note, overall category winners from the 2017 VisitEngland Awards for Excellence may not apply for the same category in the 2018 Awards. However, finalists (runners-up) may reapply.**
- All applicants must be open for business at some point between 8th January and 9th March 2018, so the judges can visit. If you are closed for any part of this period, please ensure this is highlighted on your application form.
- **All applicants must be willing to reimburse the judge and his/her partner on departure for the cost of the mystery visit/overnight stay and/or any meals taken (excluding alcoholic drinks), or any admission or ticket cost as appropriate to the category.**
- By entering the Awards, you agree to be part of any publicity undertaken in association with the Awards. If selected as a finalist, you accept and agree that VisitEngland may use or publish any photographs, comments or evidence submitted at any stage in the Awards programme in any media waiving any rights to payment or to inspect and approve a finished product.
- Judges reserve the right to decline an application if it does not meet the eligibility criteria for the category.
- Judges and Judging panels will comprise tourism professionals, appointed for their extensive experience and knowledge of the tourism industry.
- The judges' decisions are final and they cannot enter into discussion about the shortlisting process, choice of finalists or choice of winners.
- In the event of any dispute regarding the awards criteria, application forms, judging process or any other matter relating to the Awards, the decision of VisitEngland shall be final and no correspondence or discussion shall be entered into.

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