



Tourism Event / Festival (With Admission Charge)

Recognises providers of truly memorable and immersive tourism events and festivals.

**This sample application form is for information only
and all applications must be made via the online
application system.**

Eligibility criteria

- Events and Festivals making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.
- Events could include festivals, fairs, carnivals, shows or celebrations. They can be paid entry or free but should demonstrate innovation and distinctiveness
- The event can be a one off or a rolling series of annual events.
- Events that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.
- Events of all sizes can apply as this category is judged within the context and style of the business.
- The event / festival must take place between 1st September 2021 and 31st August 2022.
- Online events are welcome to enter as long as they are able to demonstrate a contribution to the regional economy

Applicant & business details

(not scored)

Applicant's name:

Enter the applicant's name here.

Applicant's job title:

Enter the applicant's job title here.

Applicant's phone number:

Enter the applicant's phone number here.

Applicant's email:

Enter applicant's email here.

Business name:

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

Enter your business name here.

Business address:

Enter your business address here.

Name of Event:

Enter name of event if different from Business Name

Date of Event:

Promotional Description

Provide a promotional description of your business.

- Focus on its strengths and stand out features
- Write your description with regard to this category
- This wording will be used in PR and awards literature
- Wording provided is subject to edit
- 120 word maximum

Enter the promotional description here.

Promotional Images

Provide up to three landscape high resolution photos.

- Photos should relate to this category
- Photos should not be edited in any way e.g. embedded text or logos, a collage
- Only include photos that you own the copyright for
- If the photo requires a credit e.g. photographer, please provide details
- These photos will be used in PR and awards literature if you are shortlisted as a finalist

Background

(not scored)

Briefly outline the story of your event (250 words maximum).

For example:

- Length of time event has been running
- Target market(s) and typical customer profile
- Key milestones in developing the event
- Indication of size of event
- Number of staff employed, if any

Enter information on the background of your event here.

List any awards, ratings, accolades and COVID-19 reassurance accreditations received in the last two years. Include the title, awarding body, level and date achieved.

For example:

- Successes in this competition
- VisitEngland's 'We're Good to Go'; the AA's 'COVID-19 Confident'; Quality in Tourism's 'Safe, Clean and Legal'
- TripAdvisor Certificate of Excellence
- Green Tourism award
- VisitEngland /AA quality assessment or local quality accreditation
- Specific Events / Festival accolades

Enter information on any awards, ratings or accolades here.

There is no requirement for your business to be quality assessed. However, if you have an independent quality assessment/mystery shopping report from the last two years, you might wish to attach it when emailing your completed application form /upload it here (optional).

Online presence & reviews

(this section is 30% of the final score)

Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions. Other sites may also be checked.

As part of this review, judges will be looking for evidence of your commitment to Accessible and Inclusive Tourism and Ethical, Responsible and Sustainable Tourism, in addition to COVID-19 customer reassurance.

Website (10%)

Enter the website URL here.

Accessibility & inclusivity information (Provide links to your accessibility and inclusivity information.)

Enter the accessibility & inclusivity information URL here.

Sustainability information (Provide links to your sustainability information.)

Enter the sustainability information URL here.

Social Media Platforms (10%)

Provide links to all event pages/profiles on Facebook, Instagram etc. and Twitter handles

Enter social media platforms here.

Online review sites (10%)

Provide specific links to customer review listings for your event e.g. TripAdvisor, Facebook, Booking.com, Google, Euan's Guide, UpFront Reviews

Enter online review sites here.

Question 2 - Your Recent Improvements

(this question is 20% of the final score)

Tell us about up to five ways in which you have developed your event and/or improved the customer experience over the last two years (500 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

(Only include examples of improvements undertaken in the last two years.)

- Promotional initiatives e.g. new website
- Improving the skills of you and your team
- Development, upgrade of facilities, innovation, enhancements to your event
- Facilities and welcome for people with a range of accessibility requirements
 - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments and staff disability awareness training
- Managing and improving environmental, social and economic impacts
 - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Innovative adaption to restrictions, diversification and resilience building during the COVID-19 pandemic
- Reasons for making the improvements e.g. driven by customer feedback
- If the entry relates to a one off event, please focus on the development element of your event, e.g. areas you have taken into consideration when planning it.

Enter answer to question 2 here.

Links to relevant supporting evidence online (optional):

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

Question 3 - Your Results

(this question is 15% of the final score)

Tell us about three evidenced/anticipated successes from your event, providing figures where relevant (300 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Whether you are able to attribute success directly to any of the improvements that you've made (mentioned in Question 2)
- Percentage increase in visitor numbers, customer satisfaction and wastage reduction
- Percentage increase in online bookings
- Increase in repeat business
- Business generated from marketing activity
- Growth of social media following and engagement
- The significance of the level of impact these successes have had on your business eg % increase in turnover etc

Enter answer to question 3 here.

Links to relevant supporting evidence online (optional):

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

Question 4 – Your Future Plans

(this question is 15% of the final score)

Tell us about three ways you will develop and promote your event over the next year and the reasons why (300 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Continued adaption, diversification and resilience building as a result of the COVID-19 pandemic
- Facilities and welcome for people with a range of accessibility requirements
 - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments and staff disability awareness training
- Managing and improving environmental, social and economic impacts
 - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Development, innovation, expansion or enhancements to your event
- Improving the skills of you and your team
- Marketing and PR, including partnerships with other businesses
- Operational efficiency
- Why are you doing it eg is it based on customer feedback, trends etc and what will be the expected return/benefit?
- If the entry relates to a one off event that won't run again, please include details of next steps, e.g. actions with feedback, PR etc

Enter answer to question 4 here.

Links to relevant supporting evidence online (optional):

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.