



Below are the eligibility and descriptors for each category:

Eligibility Criteria
<ul style="list-style-type: none"> <li>• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.</li> </ul>
<ul style="list-style-type: none"> <li>• Meets the tourism product definition:</li> </ul> <p>'Tourism product' covers a number of different categories including:</p> <ul style="list-style-type: none"> <li>• Accommodation e.g. hotels, bed &amp; breakfasts, guest houses, self-catering/serviced apartments, holiday boats, camping, caravanning, glamping, lodges, shepherds' huts, chalets</li> <li>• Hospitality i.e. food and beverage service businesses e.g. pubs, restaurants, cafés, tea rooms, coffee shops, bistros</li> <li>• Transport services e.g. rail, road, water, air networks and rental</li> <li>• Sporting venues and theatres that have a tour, museum or exhibition element included</li> <li>• Guided tours</li> <li>• Travel agencies and other reservation services, including tour operators and destination management companies</li> <li>• Sporting, adventure and recreational activities</li> <li>• Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area</li> <li>• Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services</li> <li>• Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.</li> </ul>



## 1. Business Events Venue of the Year

Recognises business events venues that demonstrate an excellent understanding of the market, exceeding the expectations of their clients and have a strategic plan for future development within this area, with clear goals.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area

Any business that hosts business events (meetings, incentives, conferences, exhibitions) e.g. hotels, conference centres, exhibition venues

Clients may be exclusively from UK markets or also be from international markets

Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

Businesses of all sizes can apply as this category is judged within the context and style of the business.

## 2. Camping, Glamping, Holiday Park and Self-Catering Accommodation of the Year

Recognises holiday parks, sites and villages and self-catering accommodation businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area

Businesses whose main offer is holiday parks, sites, villages, camping and glamping  
Holiday parks/sites with static vans, touring pitches, tent pitches, glamping and other accommodation such as shepherd's huts, or any combination

Sites ranging from small static caravan parks with no added services and facilities, up to larger sites with many on-site facilities, some of which might be open to the public

Holiday villages offering room only or self-catering accommodation e.g. lodges and chalets. A holiday village is typically a complex with a range of facilities and activities available  
Holiday parks that consist entirely of units that are owned may apply if used by owners for holiday purposes only (not as a permanent residence).



Businesses whose main offer is self-catering accommodation including cottages, houses, historic properties (or part thereof), holiday boats, barn conversions, apartments and serviced apartments etc.

A single self-catering property or a collection of self-catering properties in one location owned by the same proprietor and of a similar quality

A business with multiple properties across different locations is not eligible to apply in its entirety. However, an application may be completed for a specific location if it is clearly identified within any marketing e.g. website

Large self-catering accommodation complexes (e.g. with chalets and lodges) with a range of facilities and activities available should apply for the Camping, Glamping and Holiday Park of the Year category

### 3. Experience of the Year

Recognises providers of truly memorable and immersive activities for visitors to participate in.

Any visitor experience that requires participation in an activity

The experience may involve a host/teacher/instructor/guide or may be undertaken independently

Likely to be immersive and interactive

Typically, experiences will be learning, adventure or relaxation based

Likely to fall under one of these themes:

- Wellness and well-being (e.g. spa)
- Sporting and active (e.g. caving)
- Environment (e.g. beach cleaning, dry stone walling)
- Arts & culture (e.g. pottery making)
- Culinary (e.g. cookery courses)

Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

Food service experiences are not eligible for this category and should consider the Taste of England Award category, which assesses the quality of food and drink served to the visitor.

Experiences (including guided tours) that are offered by visitor attractions will be eligible if they are standalone activities i.e. can be purchased separately, and not in addition to, general admission.

Businesses of all sizes can apply as this category is judged within the context and style of the business.

### 4. Large hotel of the Year (35 bedrooms or above)

Recognises full service hotels providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.



Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

A full-service hotel – that must include a reception, restaurant, bar, dinner and breakfast

Offers a minimum of 35 bedrooms. However, a business with fewer than 35 bedrooms can apply if it is a full-service hotel with extensive facilities.

Any serviced accommodation businesses may consider this category or the Small Hotel of the Year or B&B and Guest House of the Year categories – choosing the one that best suits their business and only entering one.

As an accommodation business you need to have committed to the Welcome to Yorkshire Y Quality Charter as required by the Welcome to Yorkshire membership scheme.

## 5. International Tourism Award

Recognises tourism businesses providing truly memorable visitor experiences, particularly for international visitors, and demonstrating excellence across every aspect of the business.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area. Meets the tourism product definition:

'Tourism product' covers a number of different categories including:

- Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, holiday boats, camping, caravanning, glamping, lodges, shepherds' huts, chalets
- Hospitality i.e. food and beverage service businesses e.g. pubs, restaurants, cafés, tea rooms, coffee shops, bistros
- Transport services e.g. rail, road, water, air networks and rental
- Sporting venues and theatres that have a tour, museum or exhibition element included
- Guided tours
- Travel agencies and other reservation services, including tour operators and destination management companies
- Sporting, adventure and recreational activities
- Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area
- Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services



Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents' area.

Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

Businesses of all sizes can apply as this category is judged within the context and style of the business.

## 6. New Tourism Business Award

Recognises high performing new tourism businesses, demonstrating excellent understanding of their market, exceeding the expectations of their customers with clear plans for future development.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area

Meets the tourism product definition:

'Tourism product' covers a number of different categories including:

- Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets
- Hospitality i.e. food and beverage service businesses e.g. pubs, restaurants, cafés, tea rooms, coffee shops, bistros
- Transport services e.g. rail, road, water, air networks and rental
- Sporting venues and theatres that have a tour, museum or exhibition element included
- Guided tours
- Travel agencies and other reservation services, including tour operators and destination management companies
- Sporting, adventure and recreational activities
- Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area



Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services

Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.

**Has been trading for at least six months and up to two years when applications open (for first applicable local/regional competition)**

**An existing business that has diversified by adding a new product at the same location or a different location may only apply if the new product is marketed as a standalone operation, and is available independently to the other products offered by the business**

Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

Businesses of all sizes can apply as this category is judged within the context and style of the business.

## **7. Small Accommodation provider of the Year (for Small Hotels, B&Bs and Guest Houses)**

Recognises small serviced accommodation businesses, bed & breakfast and guest house businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

This is a broad category for all types and styles of serviced accommodation except large 'full service' hotels, which has a separate category.

- Offers a selection of hotel services, which are likely to include some or all of: reception, restaurant, bar, dinner and breakfast
- Usually offers between 12 and 35 bedrooms. However, serviced accommodation businesses with fewer than 12 or more than 35 bedrooms can apply if they consider themselves appropriate for this category



For bed & breakfast and guest house businesses, the proprietor considers their business to be a bed & breakfast or guest house and promotes it as such. The proprietor or a staff member lives on site.

- Offers a maximum of 12 guest bedrooms. However, businesses with more than 12 bedrooms can apply if they consider themselves appropriate for this category
- Property may also be the proprietor's home
- Most likely to be run by the owner with few or no additional staff
- Guests are likely to have direct interaction with proprietor
- Serviced accommodation businesses may consider this category or the Small Hotel of the Year category, choosing the one that best suits their business and only entering one.

Serviced accommodation businesses may consider this category or the Large Hotel of the Year category – choosing the one that best suits their business and only entering one.

## 8. Pub of the Year

Recognises pubs that make a significant contribution to tourism in their area, with a food and drink offering that includes quality locally sourced produce.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

- A single pub site from an independent, chain or group operator.
- Offers food and the option to drink and not dine.
- Does or does not offer accommodation (accommodation not judged).
- Has a unique selling point that might be food, theme or entertainment.

**A pub may consider this category or the Taste of England Award category – choosing the one that best suits their business and only enter into one.**

## 9. Taste of England Award

Recognises businesses within the tourism industry that offer food, beverage and service innovation and excellence

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area

- Food service businesses including restaurants, hotel restaurants, cafés, tea rooms, coffee shops, bistros etc.

- Offers the option for table service
- Access to toilet facilities is available
- Does not require payment of an admission fee to access the eatery
- A single site from an independent, chain or group operator
- Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

Pubs may consider this category or the Pub of the Year category – choosing the one that best suits their business and only enter into one.

Businesses of all sizes can apply as this category is judged within the context and style of the business.

## 10. Small Attraction of the Year

Recognises small visitor attraction businesses providing truly memorable visitor experiences and demonstrating excellence across every aspect of the business.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area

- Meets the visitor attraction definition:

“...a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.”

- Attracts 75,000 visitors or fewer per year **or** employs 10 or fewer full-time equivalent members of staff
- Is capable of attracting day visitors, tourist and local residents
- May occasionally require pre-booking for a visit or activity
- Retail outlets, sporting venues and theatres are not eligible to apply unless there is also a tour, museum or exhibition element included
- Guided tours that are not based within a visitor attraction should apply for the relevant Experience of the Year category

## 11. Large visitor attraction





Recognises large visitor attraction businesses providing truly memorable visitor experiences and demonstrating excellence across every aspect of the business.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the visitor attraction definition:

“...a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances.

It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.”

Attracts 75,000 visitors or more per year, **or** employs more than 10 full-time equivalent members of staff

Is capable of attracting day visitors, tourist and local residents

May occasionally require pre-booking for a visit or activity

Retail outlets, sporting venues and theatres are not eligible to apply unless there is also a tour, museum or exhibition element included

Guided tours that are not based within a visitor attraction should apply for the relevant Experience of the Year category