HERTFORDSHIRE Tourism Awards 2019

Camping, Glamping, Holiday Park and Self Catering Accommodation of the Year

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

Eligibility Criteria

- 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.

Camping, glamping and holiday park style businesses:

- 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)

Self catering style properties:

- Businesses whose main offer is self catering accommodation including cottages, houses, historic properties (or part thereof), holiday boats, barn conversions, apartments, hostels and serviced apartments etc
- A single self catering property or a collection of self catering properties in one location (on a single site) 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 (on a single site) if it is clearly identified within any marketing e.g. website

Applicant & Business Details	**(Not scored)**
Applicant's Name	
Applicant's Job Title	
Applicant's Phone Number	
Applicant's Email	
Business Name	

Give the name you use when promoting your business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.	
Business Address	
Closures during judging period (the judging period runs from 25th July to 30th September)	
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 if you are short listed as a finalist • Wording provided is subject to edit • 120 word maximum	
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 short listed as a finalist	

Background	**(Not scored)**
Briefly outline the story of your business (250 words maximum).	
Judges will be looking for: • Length of time business has been under current ownership • Target market(s) and typical customer profile • Key milestones in developing the business • Indication of size of business • Number of staff employed, if any	
List any awards, ratings and accolades received in the last **two** years. Include the title, awarding body, level and date achieved.	
For example: • Successes in this competition and the VisitEngland Awards for Excellence • TripAdvisor Certificate of Excellence • Green Tourism award • VisitEngland and/or AA quality assessment, local quality accreditation • Alan Rogers/ Caravan and Motorhome Club Awards	
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 upload it here (optional).	

Online Presence & Reviews	**(Scored)**

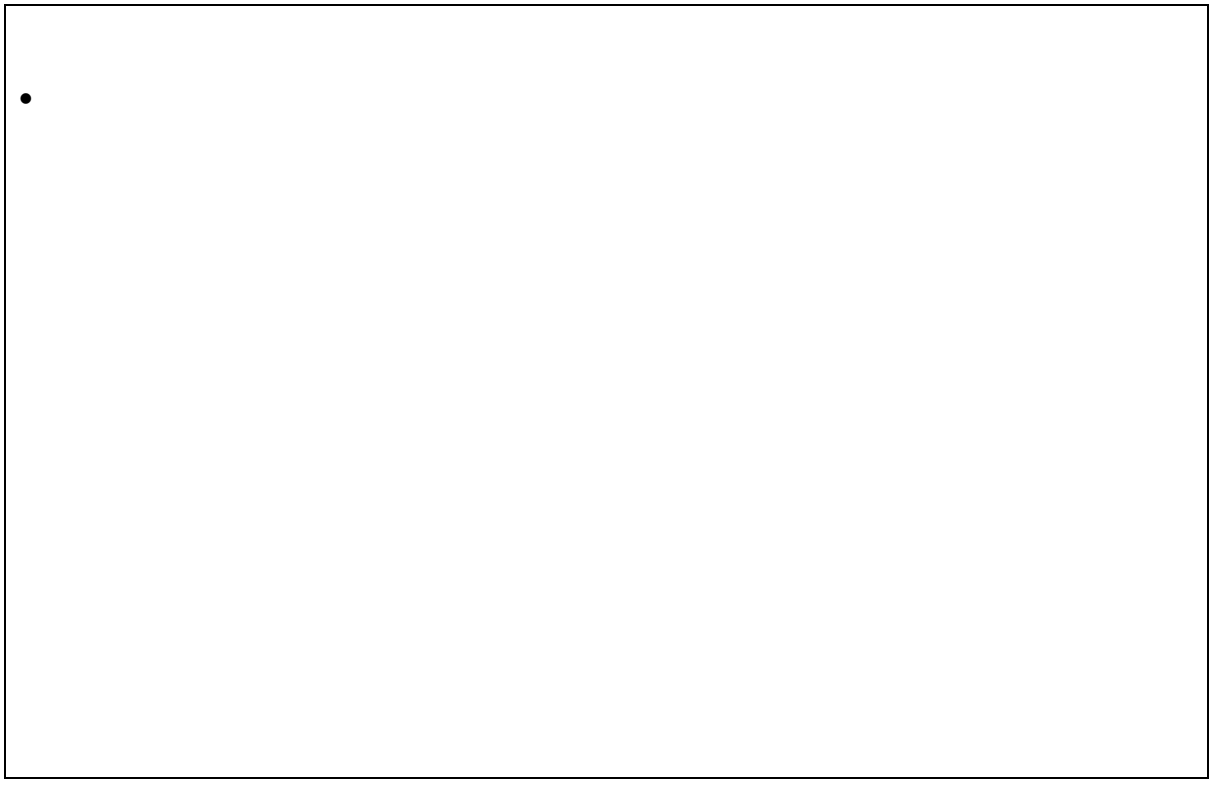
Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions.	
Website	
Social Media Platforms	
Provide links to any business pages/profiles on Facebook, Instagram etc. and Twitter handles	
Online Review Sites	
Provide specific links to any customer review listings for your business e.g. TripAdvisor, UKCampsite, PitchUp, Upfront Reviews, My Cottage Holiday, Google, Euan's Guide	

Question 1 – Your Recent Improvements **(Scored)**
Tell us about up to **five** ways in which you have developed your business and/or improved the customer experience over the last two years (300 words maximum).
Judges will be looking for: • Expansion, upgrade of facilities, enhancements to your services • Promotional initiatives e.g. new website • Improving the skills of you and your team • Sustainability and accessibility improvements • Reasons for making the improvements e.g. based on customer feedback • Approximate date of improvement
1.
2.
3.
4.
5.
Links to relevant supporting evidence online (optional):

Question 2 – Your Top Qualities	**(Scored)**
Tell us about up to **five** ways in which your business is impressive compared to your competitors (300 words maximum).	
Judges will be looking for what makes you unique, such as: • Added extras that delight your customers • How you care for your team • Use of local suppliers, including food & drink offer centred on locally sourced produce • Innovative marketing and PR, including partnerships with other businesses • Facilities and welcome for people with a range of accessibility requirements • Managing and improving environmental, social and economic impacts	
1.	
2	
3.	
4.	
5.	
Links to relevant supporting evidence online (optional):	

Question 3 – Your Results	**(Scored)**
Thinking of how you measure success, tell us about **three** successes from the last year (300 words maximum).	
Judges will be looking for: • Percentage increase in occupancy levels/visitor numbers, sales, 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	
1.	

2.
3.
Links to relevant supporting evidence online (optional):

Question 4 – Your Future Plans **(Scored)**
Tell us about **three** ways you will develop and promote your business over the next year (300 words maximum).
Judges will be looking for: • Expansion, upgrade of facilities, enhancements to your services • Improving the skills of you and your team • Marketing and PR, including partnerships with other businesses • Operational efficiency • Sustainability and accessibility improvements
1.
2.
3.
Links to relevant supporting evidence online (optional):

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