



International Tourism Award

Recognises tourism businesses providing truly memorable visitor experiences, particularly for international visitors, 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.

- 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, hostels, 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
- Cultural services, e.g. theatres
- 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.

- 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.

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 25 th July to 30 th September)	
Promotional description Provide a promotional description of your business. <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • Photos should relate to this category • Photos should not be edited in any way e.g. 	

<p>embedded text or logos, a collage</p> <ul style="list-style-type: none"> • 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)
<p>Briefly outline the story of your business (250 words maximum).</p>	
<p><i>Judges will be looking for:</i></p> <ul style="list-style-type: none"> • 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 	
<p>List any awards, ratings and accolades received in the last two years. Include the title, awarding body, level and date achieved.</p>	
<p><i>For example:</i></p> <ul style="list-style-type: none"> • Successes in this competition and the VisitEngland Awards for Excellence • TripAdvisor Certificate of Excellence • Michelin stars • Green Tourism award • VisitEngland and/or AA quality assessment, local quality accreditation 	

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.

<p>Website Also provide links for any additional international websites</p>	
<p>Social Media Platforms Provide links to any business pages/profiles on Facebook, Instagram, WeChat, Weibo etc. and Twitter handles</p>	
<p>Online Review Sites Provide specific links to any customer review listings for your business e.g. TripAdvisor, Booking.com, Google, Euan's Guide</p>	

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 for international visitors 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. website upgrades
- Improving the skills of you and your team to cater for international visitors
- Adapting payment methods
- Reasons for making the improvements e.g. based on customer feedback

<ul style="list-style-type: none"> Approximate date of improvement
1.
2.
3.
4.
5.
Links to relevant supporting evidence online (optional):

Question 2 – Your Top Qualities	(Scored)
<p>Tell us about up to five ways in which your business is impressive in meeting the needs of international visitors compared to your competitors (300 words maximum).</p>	
<p><i>Judges will be looking for what makes you unique, such as:</i></p> <ul style="list-style-type: none"> Added extras that delight your international customers Food and beverage offering for different nationalities Innovative marketing to target international markets and PR, including partnerships with other businesses Staff with foreign language skills, translated online and on-site information Links with the travel trade e.g. travel agents and tour operators 	
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 and customer satisfaction from international visitors
- Percentage increase in online bookings or activity e.g. unique visits to website
- Increase in repeat business
- Business generated from international 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 for international visitors 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 to cater for international visitors
- Marketing to target international markets and PR, including partnerships with other businesses
- Operational efficiency

1.

2.

3.

Links to relevant supporting evidence online (optional):

Terms & Conditions of Entry

-