



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.

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.

- 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.

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. 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 	
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Background	(Not scored)
When did the new tourism business open?	
Briefly outline the story of your business (250 words maximum).	
<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 	
List any awards, ratings and accolades received in the last two years. Include the title, awarding body, level and date achieved.	

<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 • Green Tourism award • VisitEngland and/or AA quality assessment, local quality accreditation
<p>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).</p>

Online Presence & Reviews (Scored)	
<p>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	
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, Booking.com, Google, Euan's Guide	

Question 1 – Your Recent Improvements (Scored)
<p>Tell us about up to five ways in which you have developed your business and/or the customer experience since opening (300 words maximum).</p>
<p><i>Judges will be looking for:</i></p>

<ul style="list-style-type: none"> • New build, conversion, 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)
<p>Tell us about up to five ways in which your business is impressive 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 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 	
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Links to relevant supporting evidence online (optional):	

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Question 3 – Your Results (Scored)
Thinking of how you measure success, tell us about three successes since opening (300 words maximum).
<i>Judges will be looking for:</i> <ul style="list-style-type: none">• Occupancy levels/visitor numbers, sales, customer satisfaction and wastage levels• Achievements in online bookings or activity e.g. unique visits to website• Repeat business or enquiries for repeat business• Business generated from marketing activity• Social media following and engagement
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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).
<i>Judges will be looking for:</i> <ul style="list-style-type: none">• 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):

Terms & Conditions of Entry
<ul style="list-style-type: none">•