Review of 2016 Applications

• **417** applications to 2016 awards. **Up 21%** on previous year.

• **344** applications to 2015 awards.

• More direct and fewer aborted applications than in previous years.

• Shorter and simpler application forms for 2016.

Business Tourism Award of the Year 2016
Gold: Crewe Hall, Crewe, Cheshire
The most popular categories for 2016 applications:

- **34** - Small Visitor Attraction
- **34** - Large Visitor Attraction
- **32** - Taste
- **31** – Bed & Breakfast/Guest Accommodation

Taste of England Award 2016 Gold:
Eckington Manor, Eckington, Worcestershire
Review of 2016 Judging

• VE mystery shopped nearly all 16 categories between 15th Dec 2015 – 24th January 2016

• Greater emphasis on online reviews in first stage of judging.

• Overnight stays and full show round debrief with owner/ manager (where possible).

B&B/ Guest Accommodation of the Year 2016
Gold: Trevose Harbour House, St Ives, Cornwall
Tourism Event of the Year

2016 Gold: Giant Spectacular: Memories of August 1914, Liverpool
Review of 2016 Judging

- More focus on customer experience
- Reimbursement by shortlisted applicant of judges’ overnight stays, meals and entrance fees
- Judges feedback only for shortlisted and finalists

Tourism Pub of the Year 2016 Gold: The Fleece Inn, Bretforton, Worcestershire
Timetable 2017

• Workshops: June-Aug 2016

• Publish application forms online: summer 2016

• Open for online applications: late August 2016

• Closing date for applications: Fri 14th Oct 2016

• Judging: Mon 17th Oct 2016 - Fri 24th Feb 2017

• Judging panel meets: late Feb/early March 2017

• Awards ceremony: late April or May 2017
VisitEngland categories for 2017

1. **Hotel of the Year** (Full service hotel – offering a minimum service of: Reception, Bar, Dinner and Breakfast)

2. **Bed & Breakfast of the Year** (Max 6 bedrooms, must provide breakfast and owners must live on-site).

3. **Boutique/Guest Accommodation of the Year** (All types and styles of serviced accommodation with the exception of full service hotels and B&Bs)

Small Hotel of the Year 2016 Gold: Yorebridge House, Bainbridge, Leyburn
4. **Self-Catering Provider of the Year** (two or more self catering units at one location)

5. **NEW Self-Catering Property of the Year** (single self catering property)

6. **Holiday Park of the Year** (Touring, Camping and/or Holiday Park/ Village)

7. **NEW Glamping Provider of the Year** (where this is the main operation, not an add-on to a more traditional campsite or holiday park)
8. **Small Attraction of the Year** (under 75,000 visitors and/or fewer than 10 full-time equivalent paid staff)

9. **Large Attraction of the Year** (over 75,000 visitors a year)

10. **NEW Guided Tour of the Year** (e.g. paid/ volunteer guides in an attraction, bus tour guides, boat trip guides etc.)

11. **Dog Friendly business of the Year**

Dog Friendly Business of the Year 2016 Gold: Higher Wiscombe, Colyton, Devon
12. **Tourism Pub of the Year**

13. **Taste** – Only food service (excluding food producers/retail)

14. **Sustainable Tourism**

15. **Inclusive Tourism**

16. **Business Tourism**

Access for All Tourism Award 2016 Gold: 
Hoe Grange Holidays, Matlock, Derbyshire
The following categories will be dropped for 2017:

- Visitor Information
- Event
- Experience

Three new categories to replace these:

- Guided Tour
- Self Catering Property
- Glamping Business

New Direct (only) entries:

- Family Friendly
- Great China Welcome of the Year
- One additional category (TBC)

These will be announced when we officially launch later in the year.

Sustainable Tourism Award 2016 Gold: Railholiday Ltd, St Germans, Cornwall
The judging process

Apply to your region’s awards and put forward

OR

Apply direct to VisitEngland’s awards
• **Regional awards:**
  • If you are in a region which has its own awards AND you are entering a category offered by the regional awards

• **Direct to VisitEngland:**
  • If you are in a region which does not have its own awards
  • If you are entering a category not offered at your region’s awards, e.g. a new category

Tourism Experience of the Year 2016 Gold: Livingstone Lodge Overnight Safari, Kent
Welcome to the Awards website for 2017. The VisitEngland Awards for Excellence are the most prestigious awards in English tourism and here you can find out all about the many benefits of taking part together with all the information you need to guide you through the application process.

This year we have introduced some exciting changes to the award categories embracing the latest and most popular tourism services and products. There will be new categories for Glamping, Guided Tours and an additional Self Catering category for single unit properties. The serviced accommodation categories, previously Small and Large Hotel and Bed & Breakfast have been refreshed this year to a single category for full service hotels of any size, and a Bed & Breakfast category aimed at owners who have adapted their own home to offer bed & breakfast on a small scale. All the other styles of guest accommodation and limited service hotels should now apply for the new accommodation category. A few special categories for direct applications only will be announced shortly, so keep checking the website!
The judging process

Apply to your region’s awards and put forward

OR

Apply direct to VisitEngland’s awards

Stage one judging: creating the shortlist
Stage one: creating the shortlist

What are the judges looking for?

- Great reviews and testimonials
- Innovative marketing
- An engaging website
- A concise and positive application form
  - Remember: where possible, link to your website instead of attaching PDFs or photos
What do the judges like?

- Flexibility
- Superb people skills
- Personality
- Transparency
- Good humour
- Nothing too much trouble
Using technology
Hallmark Hotel Chester The Queen

63 City Road, Chester, CH1 3AH, United Kingdom – Great location - show map

SAVE up to 40% TODAY

Fabulous 8.7 /10
Score from 1,755 reviews

Staff very pleasant and breakfast yummy!

Marilyn, United Kingdom

Great location! 8.9

One of our top picks in Chester. Opposite Chester Station, the Hallmark Hotel Chester The Queen first opened in 1860, and offers grand Victorian style and free WiFi. The city centre is nearby.
TripAdvisor reviews are largely positive

Average Review Score: 4.12

Source: TripAdvisor. Percentage of all ratings, January 2015
TripAdvisor ranking depends on quantity of reviews, quality of reviews and “recency” of reviews
The judging process

Apply to your region’s awards and put forward

OR

Apply direct to VisitEngland’s awards

Stage one judging: creating the shortlist

Stage two judging: visiting the shortlist
Stage two: visiting the shortlist

- Mystery visit or arranged and booked with the owner / manager
- Overnight stay at accommodation applicants where possible
- The judge will want to see, understand and experience every aspect of your business
<table>
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<th>The judging process</th>
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<tbody>
<tr>
<td><strong>Apply to your region’s awards and put forward</strong> OR <strong>Apply direct to VisitEngland’s awards</strong></td>
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<td>Stage three judging: selecting the finalists</td>
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Stage three: selecting the finalists

- Excellence and attention to detail in all areas
- Outstanding customer service
- Innovation and creativity
- A truly memorable experience
Apply to your region’s awards and put forward

OR

Apply direct to VisitEngland’s awards

Stage one judging: creating the shortlist

Stage two judging: visiting the shortlist

Stage three judging: selecting the finalists

Stage four judging: picking a winner
Stage four: picking a winner

- VisitEngland judging panel
- Chair = VisitEngland Advisory Board Member
- Presentations from judging team
- Discussions and debate
Any questions?

VEAwards@visitengland.org