

Visit York Tourism Awards 2012 Categories & Criteria

- 1 Hotel of the Year
- 2 Guest Accommodation of the Year
- 3 Self Catering / Caravan Park of the Year including camp sites, lodges etc.
- 4 Business Tourism Award
- 5 Pub/Bar of the Year
- 6 Best Shopping Experience
- 7 Visitor Attraction of the Year (under 50,000 visitors)
- 8 Visitor Attraction of the Year (50,000 visitors & over)
- 9 Marketing Campaign of the Year
- 10 Outstanding Customer Service of the Year
- 11 Employee of the Year
- 12 York Ambassador
- 13 'Taste of York' – The People's Choice Award

Eligibility

The eligibility and assessment period is from 1 January 2011 to 31 December 2011. Nominations will be judged on their performance during this period. Events, campaigns and other activities must have taken place during this period.

All entrants must be Visit York Members. Accommodation not assessed under the VisitBritain or AA quality standards must be signed up to the Visit York Code of Conduct.

Businesses located outside the Greater York boundary must clearly demonstrate in their entry how their association with York directly benefits their business.

Judging Process

Judging is undertaken by an independent panel of judges.

Shortlisted businesses must agree to waive all costs associated with the mystery shopper process.

The judges' decision is final and no correspondence will be entered into regarding the final outcome of the awards decisions. The Awards will be presented on Thursday 26 April 2012

Deadline

Entries must be sent to Alison Ruddick, Visit York, 1 Museum Street, York YO1 7DT by **3 February 2012**

Categories

1 Hotel of the Year

This category is open to all hotels ranging from international chains to small independents.

The judges are looking for evidence that nominated businesses have:

- a commitment to excellence.
- an excellent record of delivering high standards of customer care
- a progressive programme of training and development.
- a commitment to accommodation and food quality and improvement.
- evidence of creative and effective marketing

Shortlisted hotels will be mystery shopped.

2 Guest Accommodation of the Year

This category is open to all guesthouses, bed & breakfast establishments and farmhouses.

The judges are looking for evidence that nominated businesses have:

- an excellent record of delivering high standards of customer care
- evidence of training and staff development.
- a commitment to accommodation quality and improvement.
- Evidence of creative and effective marketing.

Shortlisted businesses will be mystery shopped.

3 Self Catering/Caravan Park of the Year

This category is open to all self catering accommodation including camping sites, caravan parks and lodges.

The judges are looking for evidence that nominated businesses have:

- an excellent record of delivering high standards of customer care
- evidence of training and staff development.
- a commitment to accommodation quality and improvement.
- Evidence of creative and effective marketing

Shortlisted businesses will be mystery shopped by telephone and receive an announced visit by a judge

4 Business Tourism Award

This category is open to venues (hotels, attractions, conference centres) and ancillary service providers etc.

The judges are looking for evidence that nominated businesses have:

- a commitment to innovation and excellence.

- an excellent record of delivering high standards of customer care towards both organisers and delegates
- a progressive programme of training and development.
- a commitment to quality and improvement

Shortlisted businesses will be mystery shopped

5 Pub/Bar of the Year

This category is open to all pubs and bars.

The judges are looking for evidence that nominated businesses:

- have an excellent track record in delivering high standards of hospitality and service
- offer a warm welcome and true hospitality to each and every visitor
- offer a broad range of drinks including regional ales and any food offered should also be of a high standard
- high quality facilities
- engage with both the local community and visitors through events, promotions and charity links

Shortlisted businesses will be mystery shopped

6 Best Shopping Experience

This category is open to all retail businesses ranging from large national retailers to small, quirky or unusual retail outlets.

The judges are looking for evidence that nominated businesses have:

- an excellent record of delivering high standards of customer service and satisfaction.
- high quality products and services
- a commitment to quality and improvement.
- a progressive programme of training and development
- evidence of future plans to exploit opportunities within your market sector

Shortlisted businesses will be mystery shopped

7 Visitor Attraction of the Year (under 50,000 visitors)

This category is open to all visitor attractions.

The judges are looking for evidence that nominated businesses have:

- a commitment to product quality and improvement and high standards of interpretation
- an excellent record of delivering high standards of customer care
- evidence of creative and effective marketing
- evidence that systems are in place for evaluating marketing activity and demonstrating success

Shortlisted attractions will be mystery shopped.

8 Visitor Attraction of the Year (50,000 visitors & over)

This category is open to all visitor attractions.

The judges are looking for evidence that nominated businesses have:

- a commitment to product quality and improvement and high standards of interpretation
- an excellent record of delivering high standards of customer care and satisfaction
- evidence of creative and effective marketing
- evidence that systems are in place for evaluating marketing activity and demonstrating success

Shortlisted attractions will be mystery shopped

9 Marketing Campaign of the Year

This category is open to businesses from all sectors including retailers, service providers, transport operators, accommodation, restaurants, attractions etc.

The judges are looking for a distinctive, creative and well executed marketing campaign which has had a direct benefit to the visitor economy, which was:

- based on a clear strategy and objectives
- within budget.
- successful in meeting its objectives as demonstrated by formal evaluation.

Applications will be assessed by an independent panel of judges.

10 Outstanding Customer Service

This category is open to teams and/or individuals employed in all sectors of the visitor economy. This can include shops, restaurants, accommodation providers, attractions, suppliers and service providers.

The judges are looking for consistently high levels of customer satisfaction and evidence that nominees have:

- contributed to ensuring high levels of customer satisfaction.
- gone the extra mile to exceed customer expectations.
- a progressive programme of training and development.
- systems in place for evaluating customer satisfaction and responding to customer needs.

Shortlisted teams/nominees will be interviewed by a judge.

11 Employee of the Year

This category is open to individuals from all departments and all sectors of the tourism industry and visitor economy from front of house, to behind the scenes, retailers to restaurants, attractions to hotels.

The judges are looking for evidence that the individual has:

- made a contribution to achieving high levels of customer satisfaction
- demonstrated high levels of professionalism and teamworking
- a commitment to quality and development, including examples of any training undertaken

Shortlisted nominees will be interviewed by a judge.

12 York Ambassador

This award goes to an individual who consistently goes out of his or her way to ensure visitors have a memorable time in York and leave wanting to revisit. Previous winners have included a voluntary guide, a bus driver, a taxi driver and more famous winners include Sister Agatha, Berwick Kaler and the Archbishop of York.

The judges are looking for evidence that nominees have:

- demonstrated outstanding customer service and acted above and beyond the call of duty.
- consistently endeavoured to promote York.
- are enthusiastic and highly motivated in what they do.

Applications will be assessed by an independent panel of judges.

'Taste of York' – The People's Choice Award

Members of the public are again being invited to have their say, this year voting for their favourite place to eat whether it be a restaurant, café, tea room or bar. The five businesses receiving the most nominations will be listed on www.visitryork.org and visitors and residents will be invited to vote for their favourite with the winner being announced at the Awards ceremony on 26 April 2012.

More information on how you can get involved will be available soon.

How to Enter

Entry forms are available from:

www.visitryork.org/awards

By email: ar@visitryork.org

Or telephone: 01904 554458

Please ensure that all questions are answered and relevant supporting material submitted.

Deadline for Entry: 3 February 2012