



**BUSINESS TOURISM AWARD**

**1. Who Can Enter?**

Any organisation in the business tourism industry, for example, exhibition centres, convention hotels, country house properties, conference and banqueting venues. Accommodation entries not accredited by VisitBritain or the AA under the harmonised accommodation schemes need to have committed to the Visit York Quality Charter.

Name

.....

Name of Property/Business

.....

Address

.....

Telephone

.....

Email

.....

Website

.....

Star Rating.....

Award Rating.....

(If applicable)

Participation in other Standard Schemes (e.g. Green Tourism Business Scheme)

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The answers to the following questions form the basis of the submission to the Visit York Tourism Awards 2012. The questions should be completed with reference to each piece of supporting documentation. Photographs are helpful to the judges to enable them to visualise your business. Other examples could include a small selection of relevant excerpts of information such as sample leaflets, **selected** menus, visitor feedback etc. **Please reference supporting documents to the appropriate question.**

## **2. Commitment to Excellence**

Judges will be looking for a high standard of facilities including equipment and catering, plus general information on how these facilities are designed to meet the needs of your customers. They will also be looking for evidence of exceptional customer service.

Customers should experience a professional level of service in advance of and during the execution/delivery of their stay/programme. The judges will be looking for evidence of procedures in place which guarantee the smooth running of registrations, arrivals and confirmations and the conference/event itself.

**Catering (if applicable)** – Is a major part of the delegate experience and the use of fresh, seasonal, local and homemade produce and inclusion of regional specialities should be evident in your application.

- 1. How long have you been in business at this location? Please state the number of years and months. Are you part of a business chain?**
- 2. Please provide evidence of the full range of services offered to your customers, including capacity.**  
**Answer:** (max 250 words)
- 3. Describe your food and drink offer and include any changes you may have made to ensure that your customers have a good level of understanding of your menu choices. Provide a copy of your menus (where applicable)**  
**Answer:** (max 150 words)
- 4. Describe briefly how you ensure a consistently high level of customer service, including enquiries, arrivals, the conference/event, health and safety and complaints, i.e on call IT staff, one person as a point of contact etc.**  
**Answer:** (max 200 words)
- 5. List any specific physical improvements that you have made within the last two years that have improved the product/service that you offer. What impact did this have on your business? For example, increase in business levels, customer satisfaction etc**  
**Answer:** (max 250 words)

### **3. Investment in Staff Training and Development**

Staff should have completed customer service training courses or the establishment should have participated in awards for good practice. Please identify in your answer any schemes or awards for either the establishment or individuals. The judges will be looking for examples of how the training has been put into practice and how it has improved services to customers. Investment in training must have taken place within the last three years. Investment is defined as investment of money and/or time.

- 1. What investment has been made in staff training and development? This investment must have been made within the last three years. How has this improved the experience of your customers? Give an example of the impact the changes have had on your business.**

**Answer:** (max 200 words)

### **4. Creative & Effective Marketing**

The judges will be looking for marketing initiatives and fresh ideas which have increased your business and how you measured the success eg awards, media coverage, audience evaluation etc. Promotional information and websites should be of a professional standard with detailed, accurate, clear and up-to-date information.

- 1. Explain briefly how you attract new and/or repeat business including any effective marketing campaigns that you have been involved in.**

**Answer:** (max 150 words)

- 2. With the aid of supporting material, provide evidence of how these marketing initiatives have been successful and how that success has been measured. How does your business distinguish itself from others in terms of the products and services offered.**

**Answer:** (max 350 words)

### **5. Summary**

Explain why you think you should win this award (max 100 words). Please note this copy may be used for promotional purposes.