



**GUEST ACCOMMODATION OF THE YEAR**

**1. Who Can Enter?**

All applicants must be members of Visit York. Accommodation entries do not need to be accredited by VisitBritain or the AA under the harmonised accommodation schemes, but 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, Cyclists Welcome)  
.....

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 the work of your business. Other examples could include a small selection of relevant excerpts of information such as sample leaflets, visitor feedback etc. **Please reference supporting documents to the appropriate question.**

**2. Commitment to Excellence**

**Accommodation** - Please demonstrate your commitment to high standards throughout the business. The judges will be looking at stylish décor, high quality furnishings and fittings and high standards of overall maintenance.

**Customer Service** – Please highlight any customer service training you or your staff have received during the last three years.

Judges will be looking for evidence of high levels of customer service and it will help your entry to highlight examples of where staff have ‘gone the extra mile’ to ‘wow’ your guests.

**Breakfast & Evening Meal (if provided)** – food is increasingly an important element of the visitor experience and high quality, locally produced/sourced dishes are expected. Quality fresh ingredients with a wide range of items e.g. choice of teas and coffees, use of fresh seasonal local or homemade produce and inclusion of regional specialties should be highlighted in your application.

- 1. **Give a brief history of your business, including number of rooms, guest facilities etc.**  
Answer: ( max 200 words)
  
- 2. **Please give details of your room occupancy for the previous 12 months**  

Total occupancy for year	.....%
Percentage of repeat business?	.....%
Percentage of guests from Yorkshire	.....%
Percentage of guests from overseas	.....%
  
- 3. **Briefly describe how you give excellent customer service from the initial enquiry through to the end of the guest’s stay, including your methods for handling complaints both during or after the stay. Specific and relevant examples will help the judges.**  
Answer: (max 200 words)
  
- 4. **Describe in detail what makes your breakfast special (and evening meal if provided). How do you ensure high levels of customer satisfaction?**  
Answer: (max 200 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. This could include COSHH, Access Statement, Health & Safety etc.

- 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 services provided to guests?**

**Answer:** (max 200 words)

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

The judges will be looking for initiatives and fresh ideas which have attracted new or repeat business. Information should be included on the success of these initiatives. Marketing information and websites should be of a professional standard with detailed, accurate, clear and up-to-date information.

- 1. Briefly explain how you attract new and repeat business, including any effective marketing campaigns eg working in partnership with others, imaginative PR, added value etc.**

**Answer:** (max 250 words)

- 2. List the specific improvements that you have made to your business to enhance your guests' experience. These improvements should have been made within the last two years. What impact did this have on your business? For example, increase in business, increase in positive customer comments. Please give examples.**

**Answer:** (max 200 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.