



HOTEL OF THE YEAR

1. Who Can Enter?

Applications are invited from all Visit York Member hotels ranging from independent operators to international chains. Businesses not accredited by VisitBritain or the AA under the harmonised accommodation scheme must 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 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

Accommodation - Entrants should be able to demonstrate a commitment to high standards of customer service. The judges will be looking for how the ambience has been developed, as well as good housekeeping policies, décor and maintenance.

Staff – Judges will be looking for evidence of technical and social skills. Anticipating and responding to guests' needs and requests will also be noted. A demonstration of staff ability to 'go the extra mile' in all aspects of customer service will be noted.

Meals - The dining experience is an important part of the guest's stay and as such should be reflective of the overall quality of the establishment.

Judges will note if meals have been prepared with a high level of technical skill and flair using fresh, local, regional and seasonal produce and how this produce is promoted via marketing material, website etc.

1. How long have you been in business at this location? Are you part of a business chain? Give a brief history of your establishment, including size. What is the unique selling point of your business?

Answer: (max 200 words)

2. Business Statistics for the previous 12 months

- Total occupancy for year%
- What percentage was repeat business?%
- Percentage of guests from Yorkshire%
- Percentage of guests from overseas%

3. Describe how you ensure consistently high standards of customer service, including initial enquiries, arrivals, the stay itself and complaint handling. Please give examples.

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.

- 1. What investment has been made in staff training and development? Investment must have been made within the last three years. How has this improved the services provided to guests and satisfaction levels? Please give examples.**
Answer: (max 200 words)
- 2. Food is an important part of a guest's stay. How do you ensure guests' expectations are met? eg home-made bread/jams etc for breakfast, range and imaginative dishes etc.**
Answer: (max 250 words)

4. Creative and Effective Marketing

The judges will be looking for marketing initiatives and fresh ideas which have generated additional business. Information should be included on the delivery and success of these initiatives. Promotional information and websites should be of a professional standard with detailed, accurate, clear and up-to-date information.

- 1. Please explain how you attract new and/or repeat business including any of your effective marketing campaigns. How do you promote new ideas?**
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 eg guest satisfaction etc. 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.