



LARGE VISITOR ATTRACTION OF THE YEAR
(OVER 50,000 VISITORS)

1. Who Can Enter?

This category covers visitor attractions of all kinds, including attractions that offer pre-booked tickets, museums, interpretation centres, historic houses and gardens.

Name
.....

Name of property/business
.....

Address
.....

Telephone
.....

Email
.....

Website
.....

Participation in other standard schemes eg VAQAS
.....

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

Customers should experience a high level of customer service throughout their visit. Any problems that arise should be dealt with effectively and to the customer's satisfaction. Methods of collecting customer feedback such as exit/online surveys should be highlighted here.

Where appropriate, the judges will be looking for information that is presented in a creative way and pitched at the correct level for its audience. Provisions should be made for overseas audiences – please mention how you address these needs.

- 1. Give a brief history of your visitor attraction and the length of time in operation.**
Answer: (max 150 words)
- 2. How many people visited your attraction during the last 12 month period. Please give a breakdown of the percentage that visited from within Yorkshire and those from outside the County. A percentage of overseas visitors will also be useful if available.**
Answer: (max 100 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 the training improved the visitor experience?**
Answer: (max 300 words)

4. Creative & Effective Marketing

The judges will be looking for initiatives and fresh ideas introduced in the last two years which have attracted new or repeat visitors. 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. List the specific improvements that you have made to your attraction to enhance your visitor's experience. These improvements should have been made within the last two years.**

Answer: (max 350 words)

- 2. Briefly explain how you attract new and/or repeat visits, including any of your effective marketing campaigns. What impact did these have on your business? For example, increase in visitor numbers, customer satisfaction etc.**

Answer: (max 350 words)

5. Summary

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