



SELF CATERING/CARAVAN PARK OF THE YEAR

1. Who Can Enter?

Applications are invited from all self catering establishments and caravan parks.

Entrants which are not accredited by VisitBritain or the AA under the harmonised accommodation schemes do 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 (eg Green Tourism Business Scheme, Cyclists Welcome)

.....

The answers to the following questions form the basis of the submission to the Visit York 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

Evidence of personal welcome or a letter on arrival and/or satisfaction check after 24 hours and additional means of welcome such as fruit, flowers, wine and tea trays etc will give the Judges a better understanding of how important first impressions and customer service is to your business.

Judges will be interested to hear how you promote York and the surrounding area – this could include maps, local interest guides, web copy, personal recommendations etc for places to visit and things to see and do.

Judges will be looking at all areas including kitchens, bathrooms, bedrooms, public areas and external aspects. Operators should be able to demonstrate a commitment to excellence through on-going investment in these areas.

- 1. Give a brief history of your business including size and length of time you have been in operation.**

Answer: (max 200 words)

- 2. Business Statistics for the previous 12 months**

- **Occupancy during high season (April to September)**%
- **Occupancy during low season (Oct – March)**%
- **Percentage of repeat business**%
- **Percentage of business from within Yorkshire**%
- **Percentage of overseas business**%

- 3. List the specific improvements that you have made to your business/letting units to enhance your visitor's experience. What effect have these changes had on the customer experience? What are the unique selling points of your business?**

Answer: (max 300 words)

- 4. Describe how you ensure high standards of customer service, including enquiries, arrivals, the stay itself and dealing with complaints.**

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. If applicable, 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 300 words)

4. Creative & Effective Marketing

The judges will be looking for initiatives and fresh ideas which have brought in 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, PR, added value etc.**

Answer: (max 250 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.