

REYTA's BACKGROUND

- Remarkable East Yorkshire Tourism Awards (REYTA's) honour the very best and brightest in the area's tourism industry
- Now in its 6th year
- Growing exponentially
- Over 400 guests attended the 2014 awards
- 14 diverse categories to enter
- High profile event in excess of £100,000 AVE coverage generated from the 2014 REYTA awards

DEADLINE FOR THIS YEARS ENTRIES IS Tuesday 20th JANUARY 2015

WHY ENTER THE REYTA's

- To gain a mark of quality
- Increase your profile
- Enhance your business' reputation
- To reach and influence customers
- Increase business
- Boost morale and reward you and your staff
- Networking with the industry
- Being a champion!
- Winners will be considered for nomination into the 2016 VisitEngland for Excellence national awards

PRACTICAL BENEFITS

- PR – positive coverage across a range of media
- A unique award and certificate
- Extra marketing materials ~ the REYTA logos
- Winning one award helps progress to success with others

USING REYTA TO PROMOTE YOUR BUSINESS

- REYTA logo
- Website
- Email shot
- Email footer
- Display of award
- PR
- Social media

WHAT MAKES A WINNING ENTRY

- Your chance to influence – use it!
- An impactful opening statement - USPs
- Clear and concise written style
- Outline of performance
- Details of any recent developments or investments
- Accuracy and good presentation
- **COMPLETE THE WHOLE FORM!**
- Reference to ALL criteria
- Describe and demonstrate how you meet criteria
- Informative – and selective - supportive evidence

TOP TIPS

- Read through the criteria really carefully, several times before completing the entry form.
- Give yourself plenty of time
- Meet the deadline!
- Enter for more than one category
- Get a colleague to check it
- Separate Entry for each category entered.
- You are scored on each criteria – meet each one!
- Keep to the point, only include what is relevant to the category
- Remember to include information about any developments, profit improvements, investments or new products
- Submit quality and relevant supporting evidence (this helps bring your entry to life)
- Keep to the word limit, (you will not be able to save or submit your entry online if you exceed the word limit) It may be advisable to work on a draft in Word or something similar, when you are happy with your entry you can cut and paste into the online form.
- Make sure you receive an acknowledgement email from the system once you have submitted your entry.

SUSTAINABILITY AND ENVIRONMENT

- Employing local people
- Use of local produce
- Recycling
- Links with the local community
- Energy or cost-saving initiatives
- Use of environmentally friendly products
- Promotion of environmental policies

ACCESSIBILITY

- Hearing loops
- Braille
- Access statements
- Previous examples of how you have accommodated disabled guests
- Building modifications
- Extra service

PREPARING SUPPORTING EVIDENCE

Prepare a file of supporting evidence, clearly labelled with your contact details, business name and category entered.

- Pictures of your establishment – décor, food etc
- Guest feedback – less is more!
- Press cuttings
- Industry reports
- Business plans
- Leaflets, brochures, marketing materials
- Menus

Send your supporting evidence to: REYTA, Visit Hull & East Yorkshire, Room JF73, County Hall, Beverley HU17 9BA

Tel. 01482 391521

REYTA PROCESS

- Entries open now!
- Deadline 20th January 2015
- Submit on line at www.visithullandeastyorkshire.com/reyta
- Submit folder of supporting evidence to:-
REYTA, Visit Hull & East Yorkshire, Room JF73, County Hall, Beverley.
HU17 9BA
- Up to six finalists per category
- Finalists announced January 2015
- Mystery shoppers/interviews
- Judging panel
- Winners announced 19th March 2015 at the glittering ceremony at the KC Stadium Hull.

DEADLINE FOR THIS YEARS ENTRIES AND SUPPORTING EVIDENCE IS **Tuesday 20th JANUARY 2015!**