



REYTA

Remarkable East Yorkshire
Tourism Awards 2017

Celebrating Quality

Enter Now!

REYTA Categories

Who can apply? The REYTA's are open to all tourism businesses in Hull & East Yorkshire, you can enter more than one category as long as you meet the criteria in each of the categories you are entering. A separate application must be made for each category.

1. REMARKABLE Hotel

Full service Hotel of any size that offers minimum of reception, bar, dinner and breakfast to provide the best overnight stay and the highest standards of accommodation in Hull & East Yorkshire. There is no requirement for a business to be quality assessed by the AA, VisitBritain or any other assessing body, however your most recent assessment report may be taken into account.

- Criteria:**
- Quality of welcome & customer service
 - Quality and comfort of bedroom
 - Quality of food offer and use of locally sourced ingredients
 - Improvements and developments made to the quality of the establishment within the last two years including any awards
 - How do you encourage repeat business e.g. innovative use of social media and promotional campaigns?
 - Accessibility and green credentials
 - What makes your Hotel offer special?

2. REMARKABLE Bed and Breakfast

Open to all types of guest accommodation including, B&Bs, boutique accommodation, farmhouses, inns, and restaurants with rooms that provide the best overnight stay and the highest standards of accommodation in Hull & East Yorkshire. There is no requirement for a business to be quality assessed by the AA, VisitBritain or any other assessing body, however your most recent assessment report may be taken into account.

- Criteria:**
- Quality of welcome & customer service
 - Quality and comfort of bedroom
 - Quality of breakfast offer and use of locally sourced ingredients
 - Improvements and developments made to the quality of the establishment within the last two years including any awards
 - How do you encourage repeat business e.g. innovative use of social media and promotional campaigns?
 - Accessibility and green credentials
 - What makes your establishment offer special?

3. REMARKABLE Self Catering Provider/Property

Open to all self-catering accommodation including serviced apartments, cottages, flats, lodges, Tepees, Yurts and Shepherds huts. This award recognises the best overnight stay in Hull & East Yorkshire. There is no requirement for a business to be quality assessed by the AA, VisitBritain or any other assessing body, however your most recent assessment report may be taken into account.

- Criteria:**
- Quality of welcome & customer service
 - Quality, comfort and range of facilities
 - Improvements & developments made to the quality of the establishment within the last two years including any awards
 - How do you encourage repeat business e.g. innovative use of social media and promotional campaigns?
 - Accessibility and green credentials
 - What makes your establishment offer special?

4. REMARKABLE Taste of East Yorkshire

This category is open to producers, processors or growers of local food and drink products, vineyards, breweries, farms, farm shops and co-operatives. Entries must demonstrate creativity in their use or production of local produce, consistent quality in the delivery and presentation of food perhaps with a visitor experience and creative marketing.

- Criteria:**
- Commitment to producing high quality local food and drink
 - Quality of branding and marketing
 - Distinctiveness of product
 - Consistent quality in delivery and presentation of local product
 - Innovation of the product promotion and getting it to market
 - Engagement with supply chain and employment of local people
 - Improvement to the quality and range of products in the last 2 years
 - Demonstrate commitment to delivering excellent customer care

5. REMARKABLE Cuppa/Afternoon Tea

This award is open to any tourism business that offers afternoon tea for example a tearoom, café, hotel or visitor attraction, that serves the best afternoon tea and refreshments in Hull & East Yorkshire.

- Criteria:**
- The range of items offered
 - The quality of preparation & presentation
 - Use of local produce contributing to the sustainability of the local community
 - Commitment of quality, customer care and business practices
 - Improvements and developments made to the quality of the establishment within the last two years
 - How do you encourage new and repeat business?

6. REMARKABLE Restaurant

This award recognises the restaurant, hotel or pub that serves the best food in Hull & East Yorkshire.

- Criteria:**
- Creative menu choices including catering for special dietary needs and healthy options
 - Use of quality local produce; include details of how you source products and what your criteria are
 - Quality of preparation and presentation
 - Ambience of the dining area
 - Service of the staff and its contribution to the overall visitor/customer experience
 - Creative marketing and any recent improvements or developments made to the visitor experience within the last two years
 - Ownership of any food, drink or other appropriate and relevant awards
 - Commitment to quality, customer care and business practices

7. REMARKABLE Pub

This award is for the best pub in Hull and East Yorkshire serving the highest quality of bar food and beverages in the finest surroundings.

- Criteria:**
- High-quality bar facilities
 - Excellent hospitality/customer service
 - Excellent selection of bar food and drink e.g. guest beers or real ales, wines and beverages as well as good use of local produce
 - Clear vision of offer and understanding of customer needs
 - Contribution to the long term sustainability of the local community and tourism offer
 - Quality improvements made in the last 2 years
 - Innovative marketing and use of social media

8. REMARKABLE Conference and Meeting Venue

This award acknowledges the huge importance of the meetings, conferences and exhibitions sector in Hull & East Yorkshire. Open to any organisation in the business tourism sector including exhibition centres, convention hotels, country house properties, conference, banqueting and training venues.

- Criteria:**
- Efficiency and courtesy of the enquiry and booking process
 - Quality of the conference/meeting room facilities
 - Cleanliness & comfort of establishment
 - Efficiency of winning business and securing new & repeat bookings
 - That extra special something that makes the difference
 - Friendliness and efficiency of the staff
 - Quality of catering provision (e.g. use of local produce, healthy option or similar menus)
 - Innovative products, marketing or evidence of targeting new market segments and use of social media
 - Any recent (within last two years) upgraded or new facilities that have had an impact on repeat business/ customer experience
 - Quality of the overall visitor/customer experience and examples of good customer service

9. REMARKABLE Holiday Park/Holiday Village

This award recognises Caravan & Holiday Parks, Touring Parks & Camping and Touring Parks that have boosted business by making the most of their distinctive appeal.

- Criteria:**
- Quality of the facilities, grounds, reception and communal areas
 - Quality and variety of entertainment
 - High standard of customer service
 - Range and quality of site facilities including shops/food outlets
 - Overall quality of the Park/Village
 - Cleanliness
 - Quality improvements and developments over the past two years e.g. refurbishments, new services or facilities and impact on the business
 - Standard of touring facilities (if applicable)
 - Quality of marketing website and use of social media

10. REMARKABLE Newcomer

This award is for a newcomer to the Hull & East Yorkshire tourism industry. Individuals and tourism businesses may apply including attractions/experiences, food & drink providers and accommodation establishments that have set up between 1st January 2015 and 30th June 2016.

- Criteria:**
- Provide details of values and philosophy and give examples of sustainable practices
 - Your enterprise should be imaginative, innovative and demonstrate a positive impact to the visitor economy
 - Demonstrate how you contribute to the visitor experience/visitor economy
 - Demonstrate good use of website, marketing and social media
 - Demonstrate commitment to delivering excellent customer service/visitor experience
 - Your application should include details of progress, achievements and plans for future development

11. REMARKABLE Visitor Attraction/Experience

What is the best tourism attraction or experience in Hull & East Yorkshire that puts a smile on visitors' faces and creates special memories? This award will be given to the tourism attraction/provider that delivers an outstanding and unique experience. Experiences can be a specific activity, or a special package offering. All visitor attractions, museums and galleries, stately homes, shopping centres, theatres, tours, trails, natural environments and places of interest and any tourism business that offers a unique visitor experience are eligible to enter.

Criteria:

- Why is it special?
- Overall quality of the attraction/ experience
- Commitment to excellence, values and details of what puts the attraction/ experience above the competition
- Outstanding customer service – demonstrate values, philosophy and give examples of how enquiries, complaints, welcome, visit and departure are handled
- Quality improvements and developments over the past two years e.g. refurbishments, addition of new services or facilities – and impact on business
- Quality of marketing, promotion and pre-visit information. Include details of any innovative marketing and promotions and how this attracts new and/or repeat business
- Standard of visitor interpretation
- Overall quality of the facilities/ experience

12. REMARKABLE Tourism Event

What is the best event, experience or festival in Hull and East Yorkshire that takes place over a day, weekend, week, month or season? The event can be free or paid for; a one-off happening or a rolling series of annual events. The experience can be related to a specific activity or a special package.

Criteria:

- Details of how the activity/concept was developed as well as identification of the market and details of how it was tested and marketed
- Audited or estimated footfall
- Innovation in programming and a sense of distinctiveness
- Details of any quality improvements and enhancements over the past two years and the impact this had on the visitor experience
- Events'/experiences' appeal to the visitor
- Commitment to excellence and great customer service
- What evaluation measures have been put in place

13 REMARKABLE Family Friendly Experience

Open to any food service, accommodation provider or visitor attraction that specialises in serving the family market. Whatever the style of business, it must be truly welcoming to families and provide excellent hospitality and service to all.

Criteria:

- Entrants must be able to demonstrate how they have researched and targeted the family market
- They should highlight what makes the experience special and memorable for families
- Demonstrate commitment to delivering excellent customer service/ family visitor experience
- What improvements have you made in the last two years to improve the experience for families?
- Innovative marketing or evidence of targeting the family market segments and use of social media
- What makes your offer unique to the family market

14. REMARKABLE Hull & East Yorkshire Passion for Arts & Culture

This award is open to individuals, organisations or groups who have made a major contribution to arts and culture in our region within the last five years. You may nominate a person or an organisation/group or alternatively you may wish to enter yourself for this award.

Entries for this award must:

- Be committed to delivering quality cultural experiences to a wide audience
- Should be imaginative, innovative and demonstrate a positive impact to arts and culture
- Make a contribution to the local visitor economy
- Create a positive public image of Hull & East Yorkshire
- Be capable of attracting day visitors, tourists and local residents
- Demonstrate commitment to delivering excellent customer service/visitor experience

15. REMARKABLE East Yorkshire Passion

This person is selected by the Visit Hull & East Yorkshire Advisory Board Group who in their judgement has made a significant contribution to tourism in our region. Nominations are invited from the local tourism industry.

Enter now online for 2017...

To enter go to visithullandeastyorkshire.com/reyta and register your entry

- Go to visithullandeastyorkshire.com/reyta to complete your entry
- You can save your progress at any point.
- Each time you save your progress you will be given a unique url to return.
- Supporting evidence may be submitted via the form or in person to REYTA Room JF75 County Hall, Beverley, HU17 9BA
- Once completed, click **submit** and you will receive a confirmation message indicating your application has been successful and an email which will include all of the responses you have provided for you to print off.



2016 winners

REYTA Glittering Award Ceremony 30th March 2017 | Bridlington Spa

It is highly recommended that you supply evidence to support your nomination. Information must be from the past 12 months. Examples of evidence include quality assessment reports, awards, social media ratings, customer feedback, menus, press cuttings, certificates, leaflets, photographs or even business plans. **For the Experience/Event category only**, video footage or a link to footage of a maximum of 3 minutes would be helpful. If we feel that the category you have entered is inappropriate we will contact you to suggest an alternative.

CLOSING DATE Entries can be received up to and including **27th January 2017**

Judging Process:

Shortlisting will take place shortly after the closing date via independent panels and mystery shopping. Shortlisted businesses must agree to waive the costs associated with the mystery shopping process such as food, beverages, admission prices etc. The judges' decision is final and no correspondence will be entered into regarding the final outcome of the awards decisions. All shortlisted entrants will be invited to the REYTA ceremony on **30th March 2017** where the winners will be announced.



The Remarkable East Yorkshire Tourism Awards are organised by Visit Hull and East Yorkshire to recognise the significance of tourism to this area and celebrate the quality of businesses and individuals working within it.

Visit Hull and
East Yorkshire

Promoting tourism
in partnership with

EAST RIDING
OF YORKSHIRE COUNCIL

Hull
City Council