

How to be the best and win awards

Nell Barrington

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Why Enter?



It's free



Why did you enter your local tourism awards competition in 2019?	Percentage (%)
To attend the awards event(s)	14%
For the opportunity to network with other tourism businesses	22%
To help motivate and recruit staff	31%
To get independent feedback / benchmarking for my business	64%
To provide a marque of quality assurance to customers	75%
To gain recognition from and/or influence with local partners	28%
To share and encourage best practice within our business	28%
For the chance to go on and win regionally / nationally	53%
Was encouraged to by a client / colleague	19%
For PR and media coverage	64%
Other	0%

No matter how many times we win at the Bristol, Bath & Somerset Awards after the excitement dies down, we are left with the feeling of how lucky and privileged we are to be in such great Somerset company. With every awards process we complete comes knowledge, which we can take forward to improve our guests experience. Brett and Susan, Salad Days, www.dunsterbeachhut.com.

Being finalists since 2017 in the Bristol Bath & Somerset Tourism Awards has resulted in increased booking year on year. Pam & Sue, www.stonebridgefarmcaravanpark.co.uk.

We know there is a lot of competition and therefore its great recognition for the team & their hard work all year. Carla, www.brooksguesthouse.com.

The loveliest thing so far about winning the Award have been all of the kind comments from guests, friends, family, villagers, advisors. Fiona, www.stocklinchshepherdshut.co.uk.

The award has already inspired us with new ways to improve the innovation, diversity and inclusivity of our business. Emma, Visit Weston-super-Mare, www.wsm-tc.gov.uk.



Wookey Hole adventure attraction wins GOLD at tourism awards

Somerset County Gazette - 15 Feb 2020

This year's awards saw a record 773 entries from the region including Wiltshire, Gloucestershire, Bath, Bristol, Somerset, Dorset, Devon, ...



Three local winners in South West Tourism awards

Spire FM - 7 Feb 2020

Three local winners in South West Tourism awards ... and from Devon in the south to Somerset, Bristol, Bath and Gloucestershire in the north.



Bath Christmas Market wins Gold award for Tourism Event

Famagusta Gazette - 10 Feb 2020

Awards organiser, Robin Barker of Services for Tourism, said, ... at the Bristol Bath and Somerset Tourism Awards 2019/20 and two wins at the ...

Tourism Awards – first steps

- Visit the website
- Read hints and tips
- Check you are eligible
- Create account
- Choose your category – everything to relate to this
- eg evidence/photos to support

Categories – 1 or more

PEOPLE AWARDS

- [Outstanding Contribution to Tourism Award](#)
- [Unsung Hero Award](#)

CATEGORIES OPEN TO ALL BUSINESS TYPES

- [Tourism Innovation Award](#)
- [New Business Award](#)
- [Access and Inclusivity Award](#)
- [Dog Friendly Business of the Year](#)
- [Ethical Responsible and Sustainable Tourism Award](#)

EVENTS AND INFORMATION

- [Tourism Event/Festival of the Year](#)
- [Visitor Information Service of the Year](#)

FOOD AND DRINK CATEGORIES

- [Café/Tearoom of the Year](#)
- [Restaurant of the Year](#)
- [NEW – Casual Dining](#)
- [Pub of the Year](#)
- [Forthglade – Dog Friendly Pub of the Year](#)

ACCOMMODATION CATEGORIES

- [Bed and Breakfast and Guesthouse of the Year](#)
- [Glamping](#)
- [Holiday Park of the Year](#)
- [Large Hotel of the Year](#)
- [Self Catering Accommodation of the Year](#)
- [Small Hotel of the Year](#)
- [Touring Camping and Caravanning Park of the Year](#)

VENUES

- [Business Tourism Venue Award](#)
- [Wedding Venue Award](#)

EXPERIENCE AND ATTRACTION CATEGORIES

- [Tourism Experience Award](#)
- [International/Inbound Visitor Experience of the Year](#)
- [Large Attraction of the Year](#)
- [Small Attraction of the Year](#)
- [Spa & Wellbeing Experience of the Year](#)

PLUS

- [Business Leader \(Cornwall & Devon\)](#)
- [Age Friendly \(Bristol Bath and Somerset\)](#)
- [Wildlife Friendly \(Cornwall\)](#)

What's changed?

- Experience – merge Active and Learning
- Restaurant split – Casual / Restaurant
- Tourism Business Leader – new (Devon)
- Customer Service to Unsung Hero

What's NOT changed?

1. Commitment to excellence
2. Free entry
3. Feedback to everyone
4. Rigorous and independent judging
5. Fab events


Online Presence and Reviews (Scored)

- *Please provide:*
 - Links to any business pages/profiles on Facebook, Instagram, etc. and Twitter handles
 - Specific links to any customer review listings for your business, e.g. TripAdvisor, Booking.com, Google, Euan's Guide
 - *This section is 30% of the final score (which comprises 10% for Business Websites, 10% for Social Media Platforms and 10% for Online Reviews).*

The best website, social and reviews



Responding to Reviews

 missipparichie wrote a review 4 Mar
1 contribution

●●●●●

Mother & Daughter Day

My mum and I visited lorrens spa for the day, the atmosphere was wonderful, the treatments were fantastic, I highly recommend the full body massage with hot stones!!



Read less ▲


Date of experience: March 2020

Trip type: Travelled with family

Review collected in partnership with this attraction

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC

 Helpful  Share

 **Response from Suzanne V, Owner at The Lorrens Ladies Spa**
Responded 5 days ago

Dear missipparichie,

Brilliant to hear that you and your Mum had a good Mother & Daughter Day - it's nice to spend some time together isn't it?

We're pleased that you enjoyed the peaceful, calm atmosphere that we always try to cultivate as this make the excellent treatments even more enjoyable.

And you're spot on about the stones massage - that's really special.

Thank you for posting your review. We would love to see you again soon.

best wishes,

Suzanne & Steve

Lorrens Ladies Spa

Guestland Rd, Torquay

 Write a review

4.9 ★★★★★ 29 reviews

Sort by: Most relevant ▼

All feel 8 peaceful 3 trip 3 lunch 3



Claire Corsham

1 review

★★★★★ a month ago

Steve & Suzanne are exceptional hosts. The treatments are divine and the therapists make you feel at ease and totally comfortable. Highly recommend the 3 day spa break. See you next year!!

 1

Response from the owner a month ago

Hey Claire, so pleased that you enjoyed your time over the weekend. Look forward to seeing you all again next January. Seems very quiet around here at the moment! S&S



Dorothy Gpdden

Local Guide · 68 reviews · 29 photos

★★★★★ 3 months ago

Oh my gosh where do I start... From the minute I walked through the door I started to feel relaxed and pampered. Enjoyed all my treatments and had a good night's sleep at the end of the day. Highly recommend a visit fir any lady. 😊

 1

Response from the owner 3 months ago

Hi Dorothy, thank you so much for taking the time to post your review. It was great to see that you felt

1 - Your Top Qualities

Up to five ways in which your business is impressive compared to your competitors.

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Added extras that delight your customers
- How you care for your team
- Use and promotion of local suppliers, including food & drink offer centred on locally sourced produce
- Innovative marketing and PR, including partnerships with other businesses
- Facilities and welcome for people with a range of accessibility requirements
- Managing and improving environmental, social and economic impacts

This section is 20% of the final score.

Why are you the best?

Follow the 2020 Trends

The big 5?

1. Wellness and Transformational travel
2. Google
3. Mobile
4. Voice & hands free/IOT
5. Sustainability/Flightshare

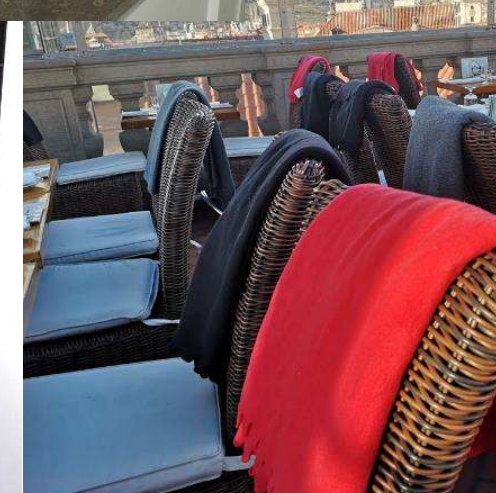
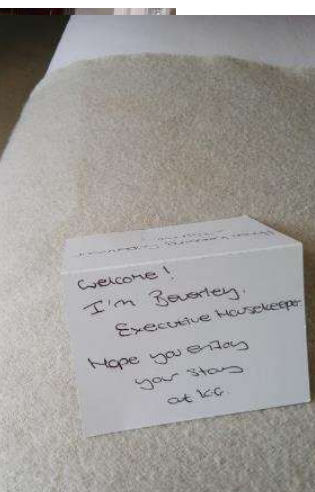
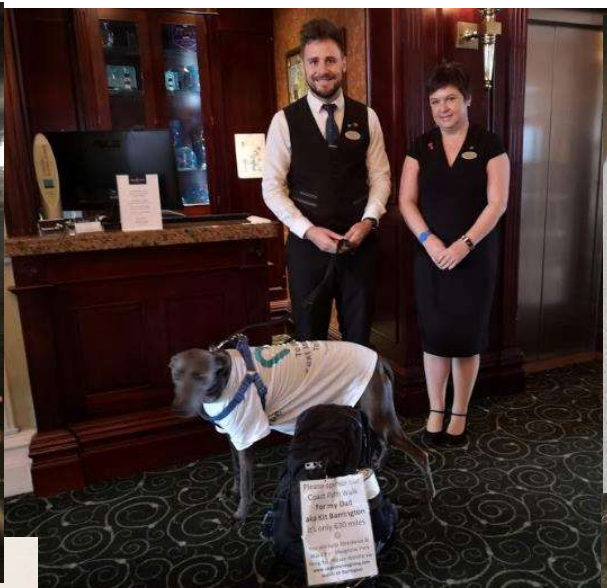
1. Personalisation
2. Multigenerational trips
3. Micro-cations/Bleisure
4. Pets on holiday
5. Friendmoons
6. Solo travel
7. Getting back to your roots
8. Undertourism/low season
9. Gen Z
10. Gig economy

Sources: Independent, CNTraveller, Conde Nast, Skift mega trends, Criton, Forbes, National Geographic, Revfine, CV Villas, Booking.com, Evening Standard, Bigseventravel, Tourwriter

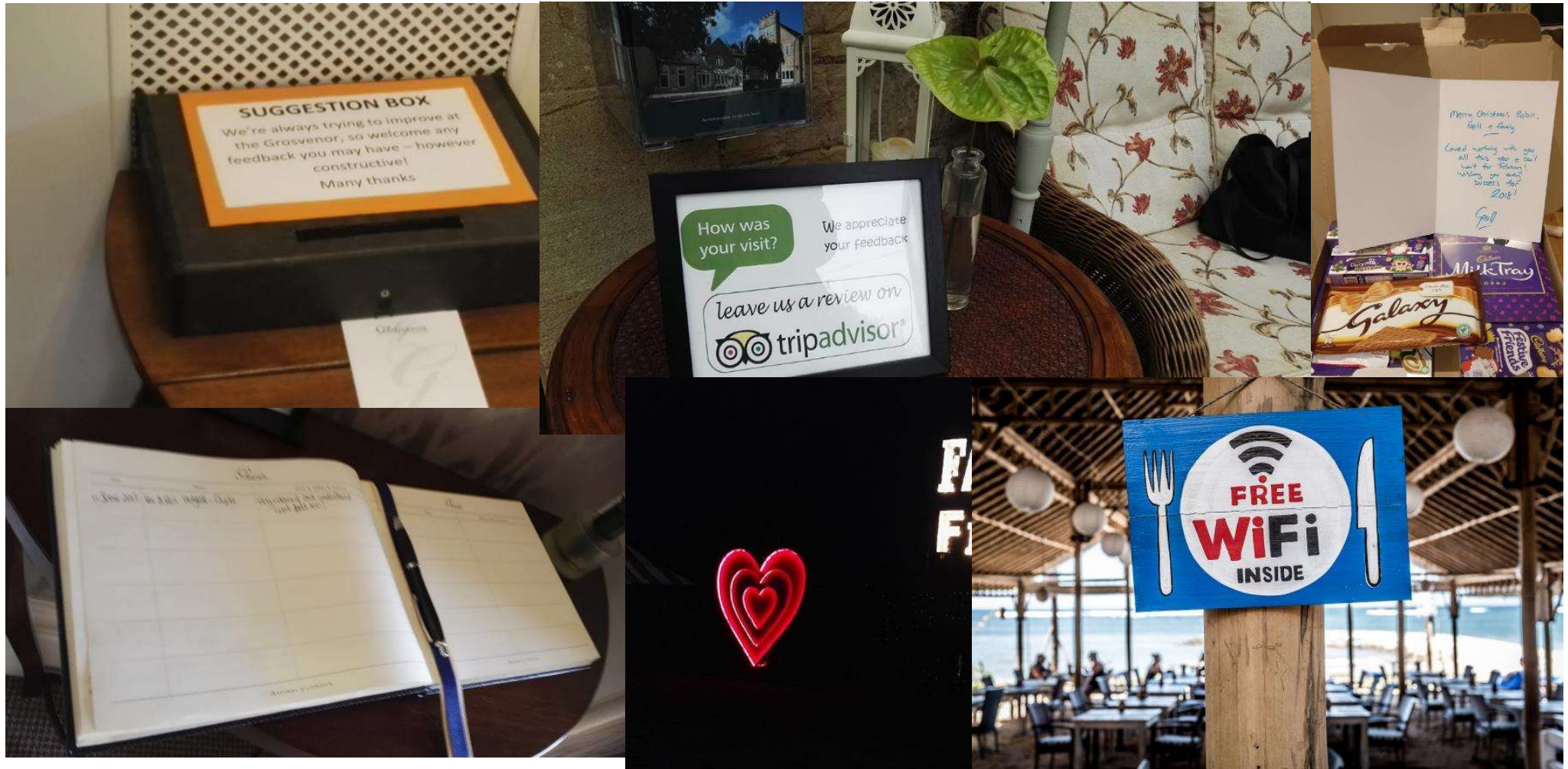
Be different



Customer delight – spoil everyone



Get the best feedback



2 - Your Recent Improvements

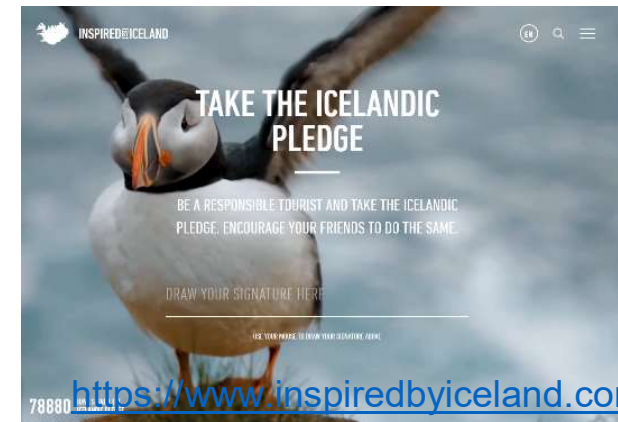
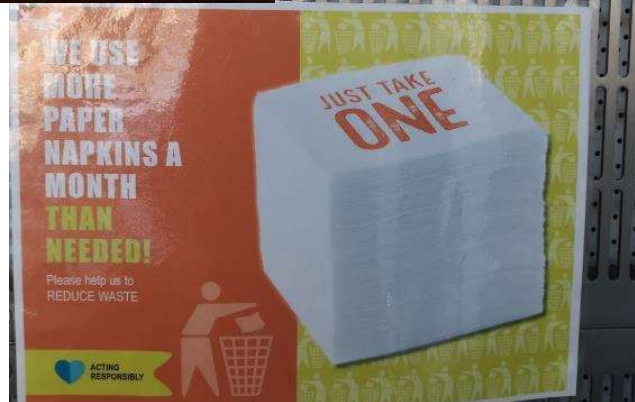
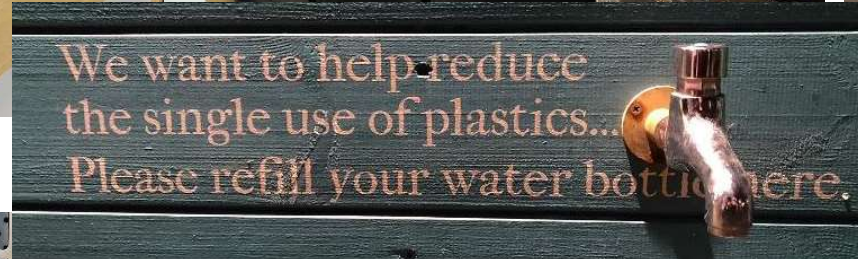
Up to five ways in which you have developed your business and/or improved the customer experience over the last two years.

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Sustainability and accessibility improvements
- Promotional initiatives e.g. new website
- Improving the skills of you and your team
- Expansion, upgrade of facilities, enhancements to your services
- Reasons for making the improvements e.g. based on customer feedback
- Approximate date of improvement

This section is 20% of the final score.

Be the most sustainable ...



Be the most inclusive



3 - Your Results (Scored)

Three successes (stated in numbers) from the last year.

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Whether you are able to attribute success directly to any of the improvements that you've made
- Percentage increase in occupancy levels/visitor numbers, sales, customer satisfaction and wastage reduction
- Percentage increase in online bookings
- Increase in repeat business
- Business generated from marketing activity
- Growth of social media following and engagement

This section is 15% of the final score.

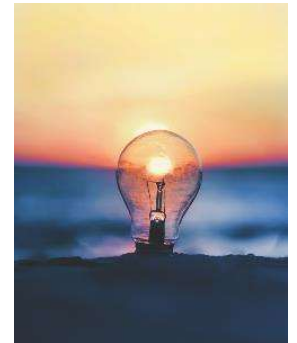
4 - Your Future Plans (Scored)

Three ways you will develop and promote your business over the next year and the reasons why.

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Sustainability and accessibility improvements
- Expansion, upgrade of facilities, enhancements to your services
- Improving the skills of you and your team
- Marketing and PR, including partnerships with other businesses
- Operational efficiency

This section is 15% of the final score.



Links to relevant supporting evidence online

You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

3 Phases of Judging

1. Scoring (inc Digital)

– Who gets a visit?

2. Visits

- Who gets recommended for award?

3. Panels (x5)

- Who wins what?

In 2019

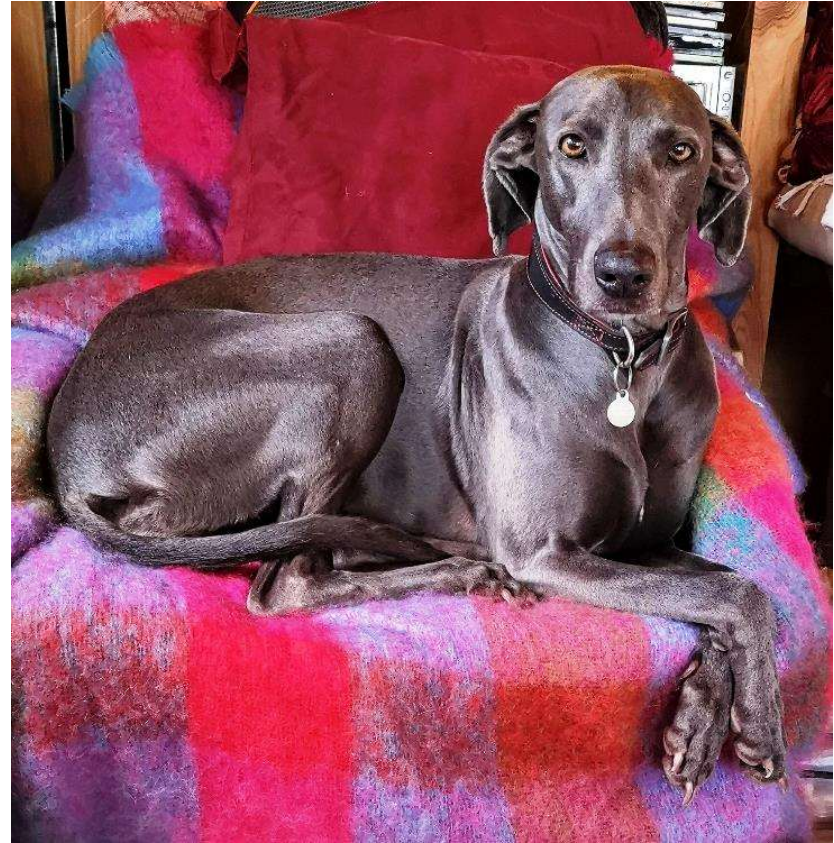
771 entries

550 visits

Judging Phase 2 – Visits

Category	Judging Visit
B&B and Guest House of the Year	Unannounced and overnight visit
Small Hotel of the Year	
Large Hotel of the Year	
Camping, Glamping and Holiday Park of the Year	Announced on arrival, pre-booked announced day visit or overnight
Self Catering Accommodation of the Year	Pre-booked announced day visit
Small Visitor Attraction of the Year	Unannounced day visit
Large Visitor Attraction of the Year	
Pub of the Year, Restaurant/Bistro and Café/Tearoom	Unannounced day visit (lunch, afternoon or evening meal)
Experience of the Year (Experience, Spa and Wellbeing)	Unannounced day visit
New Tourism Business & Tourism Innovation Award	Pre-booked announced day visit
Accessible and Inclusive Tourism Award	Pre-booked announced day visit
Business Events Venue & Wedding Venue	Pre-booked announced day visit
Ethical, Responsible and Sustainable Tourism Award	Pre-booked announced day visit
International Tourism Award	Pre-booked announced day visit
Unsung Hero	Judged on evidence supplied
Event and Festival	Mystery visited where possible
Dog Friendly	Mystery visit with dog (s) – possibly overnight
Wildlife Friendly Business Award (Cornwall)	Pre-booked announced day visit
Age Friendly Business Award (Somerset)	Day visit

What memories will the judge take away,
how will they feel ...



It's all about experiences

What happens when?

Mar	Awards open via websites, emails and media. Workshops
Mar to April	Choose your category(ies), practice and submit
April to May	Scoring and decision on visits
April to Sept	Visits
Aug/Sept	Judge proposals to Judging panels
Aug/Nov	Judging panel meetings - decisions
Sept/Nov	Announcement of winners (but not what they've won)
Autumn onwards	Feedback
Oct to Feb	Awards Nights
Nov onwards	PR peak activity
June 21	England Awards night

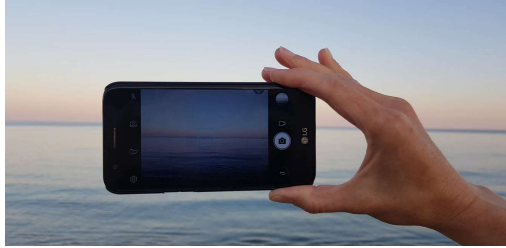


Deadlines

- **Easter!!**
- **Otherwise – 26 April**

Lessons we have learnt from the past

- Communicate
 - Customers (reassure, amend cancellation, etc)
 - Staff
 - Suppliers
- Be Positive
 - All the experiences that are open
 - Rural / Space / Outdoors / Experiences
- Be Ready
 - Plan Marketing
 - Stand Out (eg enter Awards!)



What now?

- Enter the awards by Easter
www.somersettourismawards.org.uk
- Email me to join virtual workshop
nell@barringtonassociates.co.uk
- Follow us on twitter @BBSTourismawards or me @NellB101 or on linked in
- If you want to help great causes support and our coast path challenge it's only 630 miles

<https://uk.virginmoneygiving.com/SomeoneSpecial/KitBarrington>

