



CATEGORY - 10 - TOURISM ATTRACTION

A) *Most improved Tourism Attraction*

This award recognizes an initiative, which has given an impetus for promotion of tourism. Any tourism enterprise, which provides an outstanding unique leisure experiences by way of product or service are eligible for this award for its customers.

Contact name	
Name of property/ Business	
Property address	
Telephone	
Email	
Website	
How long in years and months has the business been open?	

1. **Commitment to Excellence**

- 1) Give a brief history and description of the Tourism Experience you offer. Answer:
(max 100 words)
- 2) How many people enjoyed the Experience during the last 12-month period?
Answer: (max 50 words)
- 3) List the specific improvements that you have made to your business to enhance your Visitors/customers experience. These improvements should have been made within the last two years.
Answer: (max 200 words)
- 4) Please provide details of how the activity/concept was developed, from identification of the market to how it was developed tested and marketed. Please



include details of any evaluation measures that have been put in place. Answer:
(max 300 words)

2. Investment in Staff Training and Development

Judges will be looking for staff attendance on Welcome Host or similar recognized training courses such as awards for good practice e.g. Investors in People. They will also be looking for clear examples of how training has been put into practice, and how it has improved services for customers. Investment in training and development must have taken place within the last two years. Investment is defined as investment of money and/or time.

- 1) What investment has been made (in time and/or money) in staff training and development? This investment must have been made within the last two years. How has this improved the experience of the visitors/customers?
Give an example of the impact the changes have had on your business. Answer:
(max 250 words)

3. Innovative Marketing

The judges will be looking for initiatives and fresh ideas introduced in the last two years which have brought in new or repeat visitors/customers to the experience. Information should be included on the success of these initiatives.

- 1) List your target markets e.g. families, specific age groups.
Answer: (max 50 words)
- 2) Explain briefly how you attract new and/or repeat business, including any innovative promotional campaigns that you have run.
Answer: (max 200 words)

4. Accessibility

The Tourism Experience should clearly demonstrate a commitment towards catering for visitors and customers with disabilities. Judges will look at how any facilities involved, cater for people with either mobility or sensory impairments, what information is provided for these guests and in what format. Consideration should be given to Access Statements and Access action plans.

- 1) Give details of how your operation and the service it provides is accessible to all its customers. Have any of your staff attended 'Welcome All' training or its equivalent?
Answer: (max 200 words)



5. Care for the Environment

Examples of action include using sustainable materials and recycling, visitor payback schemes, reducing packaging, promoting local events, forging links with community groups, using local produce, coordinating public transport initiatives, employing local people etc.

1) Give specific examples of how your organization cares for:

- a) The environment, e.g. recycling, implementing resource and water saving initiatives, Waste management
 - b) The local community, e.g. forging links with local school or community groups to raise Sustainability issues
 - c) The local economy, e.g. purchasing local goods and services
 - d) How your guests are encouraged to get involved (e.g. marketing materials, Sustainability policy, etc.)
- Answer: (max 150 words)