



International Tourism Award

Recognises tourism businesses providing unforgettable visitor experiences for international visitors and attention to detail in all areas of the business.

This sample application form is for information only and all applications must be made via the online application system.

Eligibility criteria

- Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the following criteria:

- Only tourism businesses who directly serve the end-users (i.e. the tourist/ visitor/ guest) and who control the visitor experience are eligible.
- Applicants that operate multiple sites (e.g. chains, self catering agencies) are invited to submit applications that relate to only one site (up to a maximum of 3 separate applications per category).
 - Any award must then be associated with this one property or location, and not the agency/ chain as whole.
- This includes a number of different types of business:
 - Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets.
 - Hospitality i.e. a single food and beverage service business e.g. pub, restaurant, café, tea room, coffee shop, bistros, food and drink markets, kiosks & street food (in a regular location). [For these purposes the definition of a food and drink market is a collection of independent food and drink establishments with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.].
 - Transport services e.g. rail, road, water, airports and rental.
 - Guided tours.
 - Cultural services, e.g. theatres, musical entertainment venues, sporting venues.
 - Business events venues.
 - Sporting, adventure and recreational activities.
 - Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area [For these purposes the definition of a shopping centre is a collection of independent retail stores with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.].
 - Businesses providing supporting services to visitors in-person within the destination e.g. visitor information providers, left luggage services.
 - Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.
- Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.
- Events and festivals, if they fulfil the following criteria:
 - An application can relate to an event/ festival that was held in 2023 or 2024. If it was held in 2023, it must take place again at least once between 01 January 2024 and 31 March 2025.

- The event/ festival must have the intention to be re-occurring (taking place at least once every two years), and by the time of national judging (March/April 2025) must have a date already confirmed and published for an event/festival to be held after 31 March 2025.
 - For event companies that run several events/ festivals, the application must relate specifically to one named event/ festival.
- Businesses of all sizes can apply as this category is judged within the context and style of the business.
- Businesses that have been trading for at least three months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.
 - For the purpose of eligibility for this competition, 'trading' means serving customers. If the business has not been trading this long, then they will need to wait to apply to the competition in 2025/26.
- Applications from a chain or group operator must relate to a single site and not multiple sites.

Applicant & business details

(not scored)

Applicant's name:

Enter the applicant's name here.

Applicant's job title:

Enter the applicant's job title here.

Applicant's phone number:

Enter the applicant's phone number here.

Applicant's email:

Enter applicant's email here.

Business name:

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

Enter your business name here.

Business address:

Enter your business address here.

Closures during judging period

Enter closures during the judging period here.

Age of business

When did the business relating to this application start trading?

Note: For the purposes of eligibility 'trading' means serving customers.

Promotional Description

Provide a promotional description of your business.

- Focus on its strengths and stand out features
- Write your description with regard to this category
- This wording will be used in PR and awards literature
- Wording provided is subject to edit
- 120 words maximum

Enter the promotional description here.

Promotional Images

Provide up to three high resolution photos.

- Photos should relate to this category
- Photos should not be edited in any way e.g. embedded text or logos, a collage
- Only include photos that you own the copyright for
- If the photo requires a credit e.g. photographer, please provide details
- These photos will be used in PR and awards literature

Background

(not scored)

Briefly outline the story of your business (250 words maximum).

For example:

- Length of time business has been trading and time under current ownership
- Target market(s) and typical customer profile
- Key milestones in developing the business
- Indication of size of business
- Number of staff employed, if any

Enter information on the background of your business here.

List any awards, ratings and accolades received in the last two years. Include the title, awarding body, level and date achieved.

For example:

- Successes in this competition and the VisitEngland Awards for Excellence
- TripAdvisor Traveller's Choice Award
- Michelin stars
- Green Tourism award
- VisitEngland and/or AA quality assessment, local quality accreditation

Enter information on any awards, ratings or accolades here.

There is no requirement for your business to be quality assessed. However, if you have an independent quality assessment/mystery shopping report from the last two years, you might wish to upload it here (optional).

Enter information on any quality assessments here.

Online presence & reviews

(this section is 30% of the final score)

- Social Media & Website = 20%
- Online Reviews = 10%

Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions. Other sites may also be checked. As part of this review, judges will be looking for evidence of your commitment to Accessible and Inclusive Tourism and Ethical, Responsible and Sustainable Tourism.

Enter the website URL here.

Booking/ distributor platforms

Provide details (and links, where available) to your international booking platform and distribution partners.

Enter the booking/ distributor details here.

If none, provide details of how international visitors book your product.

Enter the details of how international visitors book your product here.

Accessibility & inclusivity information

(Provide links to your accessibility and inclusivity information.)

Enter the accessibility & inclusivity information URL here.

Sustainability information

(Provide links to your sustainability information.)

Enter the sustainability information URL here.

Provide links to all business pages/profiles on Facebook, Instagram, WeChat, Weibo etc. and X (formerly Twitter) handles etc.

Enter the social media URL here.

Online review sites

Provide specific links to customer review listings for your business e.g. TripAdvisor, Facebook, Booking.com, Google, Euan's Guide, UpFront Reviews

Enter the online review URL here.

Question 1 - Your Top Qualities

(this question is 20% of the final score)

Tell us about up to five ways in which your business is impressive in meeting the needs of international visitors compared to your competitors (500 words maximum).

Describe the different nationalities/ international markets that you are targeting, as well as the unique selling points, strengths and essence of your business for these markets.

Judges will be looking for detailed examples of quality from across the business.

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 international customers
- Cultural considerations for different nationalities/ markets – e.g. food offering
- Innovative marketing to target international markets and PR, including partnerships with other businesses
- Staff with foreign language skills, translated online and on-site information
- Links with the travel trade e.g. travel agents and tour operators
- Facilities and welcome for people with a range of accessibility requirements
 - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments and staff disability awareness training
- Managing and improving environmental, social and economic impacts
 - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Innovative adaption, diversification and/ or resilience building

Enter answer to question 1 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

Question 2 - Your Recent Improvements

(this question is 20% of the final score)

Tell us about up to five ways in which you have developed your business and/or improved the customer experience for international visitors over the last two years (500 words maximum).

Explain your reasons for making the improvements and indicate which parts of the business are impacted.

Judges will be looking for detailed examples of improvements from across the business.

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

(Only include examples of improvements undertaken in the last two years.)

- Promotional initiatives e.g. new website
- Improving the skills of you and your team
- Expansion, upgrade of facilities, enhancements to your services
- Adaption of business/ visitor experience to requirements of different nationalities/markets
- Partnerships with local businesses, destination organisations and alignment of promotional activity in attracting international visitors/ different nationalities/ markets
- Adapting payment methods
- Facilities and welcome for people with a range of accessibility requirements
 - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments and staff disability awareness training
- Managing and improving environmental, social and economic impacts
 - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Innovative adaption, diversification and/ or resilience building
- Use of digital technologies, such as automated services, robotics and artificial intelligence (AI)
- Approximate date of improvement

Enter answer to question 2 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

Question 3 - Your Results

(this question is 15% of the final score)

Tell us about three successes in meeting the needs of international visitors from the last year, providing figures where relevant (300 words maximum).

Judges will be looking for detailed examples of successes from across the business. 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 able to attribute success directly to any of the improvements that you've made (mentioned in Question 2)
- Percentage increase in occupancy levels/visitor numbers, sales and customer satisfaction from international visitors from different nations/markets
- Percentage increase in online bookings or activity e.g. unique visits to website
- Increase in repeat business
- Business generated from international marketing activity
- Growth of social media following and engagement
- The significance of the level of impact on your business

Enter answer to question 3 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

Question 4 – Your Future Plans

(this question is 15% of the final score)

Tell us about three ways you will develop and promote your business to meet the needs of international visitors over the next year and the reasons why (300 words maximum).

Judges will be looking for detailed examples of future plans from across the business, with a clear rationale.

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

- Adaption of business/ visitor experience to requirements of different nationalities/markets
- Partnerships with local businesses, destination organisations and alignment of promotional activity in attracting international visitors
- Developing relationships with the travel trade, booking platforms and distribution partners
- Cultural considerations for different nationalities/ markets – e.g. food offering
- Improving the skills of you and your team to cater for international visitors
- Continued adaptation, diversification and resilience building
- Facilities and welcome for people with a range of accessibility requirements
 - For example, this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments and staff disability awareness training
- Managing and improving environmental, social and economic impacts
 - For example, this may include a carbon reduction plan, energy and waste monitoring, green transport, community initiatives and responsible purchasing
- Expansion, upgrade of facilities, enhancements to your services
- Use of digital technologies, such as automated services, robotics and artificial intelligence (AI)
- Operational efficiency

Enter answer to question 4 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.