



# Regenerative Tourism Award

Recognises tourism businesses from across the visitor economy who are truly committed to championing and delivering a regenerative tourism approach to their sustainable actions. Showing clearly how visitors are encouraged to behave in a responsible way throughout their visit or stay.

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

## Useful information before you start your application

Before you start your application:

1. Read and accept the **Applicant Terms and Conditions** when prompted.
2. Make sure that you are eligible for the category you are considering applying for. Read the **eligibility criteria** carefully, if you are deemed ineligible you may be moved to another category where you would be eligible, or your application may be discounted altogether. If you are not sure whether you are eligible, check with the competition organiser before completing your application.
3. To avoid duplication in your responses, read all the **questions** before you start. For most categories each question covers a different aspect of your business, e.g.
  - a. Question 1 – **Top Qualities**  
e.g. unique selling points, strengths and the essence of the business
  - b. Question 2 – **Recent Improvements**  
e.g. business developments and improvements over the last two years
  - c. Question 3 – **Results**  
e.g. recent successes from across the business – providing figures where relevant
  - d. Question 4 – **Future Plans**  
e.g. plans to develop and promote the business over the next year
4. Read the **guidance information** starting 'judges will be looking for . . .' for suggestions on what to include in your answers.
5. By setting up an **account** you can save your work and come back to it later – you don't have to start and submit your application in one sitting.
6. Take your time but be mindful of the **closing date** for applications.
7. Be aware of the **word limits**, they are exact.
8. **Proof your entry** before submitting.

**Good luck!**

## Regenerative Tourism Background

Regenerative Tourism champions that tourism should leave a place better than it was before. The main goal is for visitors to have a positive impact in the destination or place they visit. This involves revitalising and regenerating it by contributing to a positive cycle of impacts on local communities and economies.

[For more Information visit [VisitEngland's Business Advice Hub](#)]

Through this category we wish to champion actions of suppliers, staff and local stakeholders in supporting the entrant on their delivery to the visitor.

For this category we are looking for actions that support some or all of the below to a standard that could inspire visitors, suppliers and staff in positive actions:

- **Climate** – actions to decarbonise energy/mobility towards Net Zero
- **Circular Economy** – clear examples of management of suppliers, waste, recycling, sustainable products and efficient use of resources
- **Biodiversity** – actions to protect and restore nature
- **Place based** – respect for local area/communities, use of local suppliers, tourism that does no harm

### Key terms used in this form:

- Biodiversity - the variety of life on earth, including all plant and animal species
- Carbon footprint - amount of carbon dioxide released into the atmosphere as a result of the activities of a particular individual, organisation or community
- Circular economy - based on the principles of designing out waste and pollution, keeping products and materials in use and regenerating natural systems
- Net Zero - the balance between the amount of greenhouse gas produced and the amount removed from the atmosphere
- Sustainable - “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” (United Nations Brundtland Commission, 1987)

## 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, shepherd's huts, chalets
- Hospitality i.e. a single food and beverage service business e.g. pub, restaurant, café, tea room, coffee shop, bistro, food and drink market, kiosk & 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 2024 or 2025. If it was held in 2024, it must take place again at least once between 01 January 2025 and 31 March 2026
  - 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 2026) must have a date already confirmed and published for an event/festival to be held after 31 March 2026
- 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 2026/27
- 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 this 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** (the judging period runs from XXX to XXX):

Enter closures during the judging period here.

### **Age of business**

For businesses trading for less than two years, what exact date did the business relating to this application start trading?

For businesses trading for more than two years, what year did the business relating to this application start trading?

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

### **No of staff**

Enter the number of staff employed (full time equivalent) here.

Enter the number of staff here.

### **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:

- The origins/motivations that outline your regenerative tourism approach
- Length of time business has been trading and time under current ownership
- Target market(s) and typical visitor profile
- Key milestones in developing the business and adjustments you have made to reflect clear sustainable actions
- Indication of size of business

Enter information on the background of your business here.

**List any awards, ratings and accolades received in the last two years, relating specifically to regenerative tourism and the sustainability of your business. Include the title, awarding body, level and date achieved.**

For example:

- Successes in this competition and the VisitEngland Awards for Excellence
- Green certification eg Green Tourism (bronze, silver or gold), Green Key, BCorp, EarthCheck, David Bellamy, ISO/ BS standards, TripAdvisor GreenLeaders, Sustainable Restaurant Association
- Annual awards for sustainability – or individual aspects of it – whether at local, regional, national or international level

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 as well as Regenerative Tourism.**

Enter the website URL here.

## Regenerative Tourism information

Provide links to your regenerative tourism information.

Enter the regenerative tourism information URL here.

## Accessibility & inclusivity information

Provide links to your accessibility and inclusivity information.

Enter the accessibility & inclusivity information URL here.

If information on your approach to accessibility and inclusivity is not available online, outline the details here (max. 300 words)

Enter the accessibility & inclusivity information here.

Provide links to all business pages/profiles on Facebook, Instagram and X, LinkedIn and TikTok 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 supporting your site and the destination you are based in through your regenerative tourism approaches. (500 words maximum).**

Describe the unique selling points, strengths and essence of your business.

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):

- Quality of your core product and visitor experience
- Your journey to enable you to implement a regenerative/sustainable approach, including the challenges you may have faced and overcome.
- Innovative actions in managing your environmental, economic or social impacts
- How you measure your impact i.e. carbon footprint
- How you inspire and involve visitors, suppliers, your community and staff
- How you promote local culture or provide educational/ career opportunities
- How you ensure your offer is inclusive. This may include:
  - how you attract a diverse audience
  - how you provide for visitors with access needs and
  - the facilities you have in place to ensure all visitors are welcomed, supported and encouraged to take part or enjoy their stay with you
- 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 regenerative tourism/sustainable practices 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 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 but should indicate actions you have put in place over the last two years to aid climate action, circular economy and biodiversity and that a sustainable approach is considered across your whole business operation:

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

- Examples can come from any of the following broad aspects (and others not listed):
  - Efficiency in energy, water and waste and your measurements where available
  - Reducing carbon emissions, adapting to extreme weather/changing climate and your measurements where available
  - Wildlife enhancement/promotion that ensures visitors respect and protect biodiversity and your actions and that they have the opportunity to connect with biodiversity
  - Encourage wise choices in how visitors travel to your location and what, if any, actions you take to encourage wise choices whilst staying with you. E.g. use of public transport, EV charging, bike hire
  - Actions to work with local suppliers or improvements in your supply chain
  - Promotion and understanding of local products and local culture
  - Contribution to the local community and any social tourism actions (charitable works)
  - Responsible employment/ working/ financial practices
- Inclusive facilities, experience and welcome, this may include:
  - how you attract a diverse audience
  - how you provide for visitors with access needs and
  - what you have in place to ensure all visitors are welcomed, supported and encouraged to take part or enjoy their stay with you
- Innovative adaptation, diversification and/or resilience building
- Quality of your core product and visitor experience

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 delivering changes in your regenerative tourism/sustainable actions over 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 are able to attribute success directly to any of the improvements that you've made (mentioned in Question 2)
- Reductions in carbon footprint
- Reductions in energy/ water consumption (overall or per visitor)
- Improvements in biodiversity protection and enhancement
- Reductions in the percentage of waste going to landfill or in particular types of waste (e.g. single use plastic)
- Increases in the percentage of items purchased/sold from local/ethical sources
- Contributions to the local community and any social tourism actions
- Percentage increase in visitor satisfaction that you can clearly attribute to these actions
- The significance of the level of impact on your business e.g. increased secondary spend, repeat business, recommendations
- Any benefit that you may have had from your local stakeholders or funding bodies because of the actions taken

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 regenerative tourism/sustainable actions you have identified for your business planning for the coming year and the reasons why. How will you develop and promote those ideas? (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):

- Engaging visitors, suppliers, peer businesses, staff and key stakeholders in the local area
- Examples that demonstrate a clear strategy for improving the impact of the business i.e. have a rationale and clear goals
- Examples that extend existing practices or address gaps
- Continued adaption, diversification and resilience building
- Inclusivity – any actions you plan to introduce to make your offer more inclusive

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.