

Remarkable Tourism Event of the Year

Recognises the best event or festival in Hull and East Yorkshire and provides a truly memorable experience to visitors to the area.

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.
- 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.
- Events of all sizes can apply as this category is judged within the context and style of the event.
- Event must have taken place within 12 months of applications opening
- 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

To consider in your application:

- When completing your application please remember the judges have not attended your event so clear, detailed answers are important.
- Details of how the activity/concept was developed, identification of the market and details of how it was tested and marketed.
- Innovation in programming, a sense of distinctiveness and evolution of event in terms of audience development and sustainability.
- Improvements and developments within the last two years, including any awards, and the impact this has had on the visitor experience and visitor numbers
- Commitment to excellence, give details of what puts the event above the competition
- What evaluation measures have been put in place
- How do you encourage new and repeat business e.g. innovative promotional campaigns, use of social media

Event Application:

Applicant & Business Details (Not scored)	
Applicant's Name	
Applicant's Job Title	
Applicant's Phone Number	
Applicant's Email	
Event Name Give the name you use when promoting your event, as you wish it to appear in all publicity materials, on certificates, in presentations etc.	
Business Name and Address	
Promotional description	
Provide a promotional description of your business. <ul style="list-style-type: none"> • 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 if you are short listed as a finalist • Wording provided is subject to edit • 120 word maximum 	
Promotional images	
Provide up to three landscape high resolution photos. <ul style="list-style-type: none"> • Photos should relate to this category • Photos should not be edited in any way e.g. 	

<p>embedded text or logos, a collage</p> <ul style="list-style-type: none"> • 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 if you are short listed as a finalist 	
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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
- Specific Dog Friendly accolades
- TripAdvisor Traveller's Choice Award
- Green Tourism award
- VisitEngland 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.

As we cannot guarantee judges have visited your event, please attach a link to show what your event is about (max. length 3 minutes)

This could be an existing promotional film or footage taken from the event.

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.

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 etc. and X (formerly Twitter) handles

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 5 ways in which your event is impressive compared to your competitors. Why do visitors choose to visit your event and what makes it so appealing. (500 words maximum)

Describe the unique selling points, strengths and essence of your event. Judges will be looking for detailed examples of quality from across the business and evidence that the event is run with passion. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area) and you may have more:

- Quality of your event and what makes the customer experience special
- 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
- How you work with local businesses to ensure they are well informed and supportive
- Innovative marketing and PR, including partnerships with other businesses
- 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, employing disabled staff 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 to this question 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 5 ways in which you have developed your event and/or improved the customer experience 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) and you may have more:

- Promotional initiatives e.g. new website
- Improving the skills of you and your team
- Expansion, upgrade of facilities, enhancements to and development of the event
- Innovative adaption to restrictions, diversification and/or resilience building
- Approximate date of improvement
- How has your customer feedback influenced how you look after your guests?
- Have you noticed any industry trends that have influenced your offer?
- Is there anything special you do to make visitors feel welcome?
- 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, employing disabled staff 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

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 to this question 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 3 successes from the last year that relate to the event and enhancing the experience for visitors, providing figures where relevant (300 words maximum)

Judges will be looking for detailed examples of successes from across the event. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area) and you may have more:

- Whether you are able to attribute success directly to any of the improvements that you've made (mentioned in Question 2)
- Percentage increase in visitor numbers, sales, customer satisfaction and wastage reduction
- Percentage increase in online/pre bookings (if relevant)
- Increase in repeat business
- Business generated from marketing activity
- Growth of social media following and engagement
- The significance of the level of impact on your business
- How has the event progressed to appeal to new audiences?
- Were improvements made as a result of customer feedback?
- What steps are taken to ensure that the event is developing

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 to this question 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 event over the next year to meet the needs of visitors 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) and you may have others too and you may have more:

- Continued adaptation, diversification and resilience building
- Facilities and welcome for people with a range of accessibility requirements
- Managing and improving environmental, social and economic impacts
- Expansion and enhancements to your event
- Improving the skills of you and your team
- Marketing and PR, including partnerships with other businesses
- Operational efficiency
- The longevity of the event, plans to secure funding, reach new customers or ensure the future of the event
- 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, employing disabled staff 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

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 to this question 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.

