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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.
- Events of all sizes can apply as this category is judged within the context and style of the event.
- Please note: if there are substantial amount of entries VHEY may split this category into Remarkable Small Tourism Event of the year and Remarkable Large Tourism Event of the year.
- Event must have taken place within 12 months of applications closing
- Events and stallholders as part of the event 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.
- Include details about how the event has developed, a commitment to excellence, give details of what puts the event above the competition.
- 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.
- How you are committed to accessibility and inclusivity and how it is integrated within the event.
- How you are committed to regenerative tourism and how it is integrated within the event.
- Use data and statistics to back up your answers where possible.

Event Application:

Event name:

Event location:

Organiser/Contact details

Name:

Phone number:

Email:

Promotional images:

Provide up to three landscape 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 if you are short listed as a finalist

In 750 words, tell us why this event should be a Remarkable East Yorkshire Tourism Award (REYTA) winner?

(scored out of 20)

Your answer could include:

About your event

- What is your event?
- What makes it special or distinctive?
- How long has it been running?
- What is the approximate attendance?

Your visitors

- Who is your target audience?
- Where do your visitors come from?
- How do you attract new and repeat visitors?

Delivering a great experience

- What do you do to ensure a high-quality visitor experience?
- What improvements or developments have you made in the last two years?

Accessibility

- What do you do to make your event accessible and inclusive?

Sustainability

- How do you minimise environmental impact and support local businesses?

Safety & management

- How do you ensure visitor safety and smooth event delivery?

A link to footage of the event if it's available