**Applying for the Nottinghamshire Tourism Awards – Applicant Brief**

Submitting an application for the **Nottinghamshire Tourism Awards** is your opportunity to showcase the very best of your business, celebrate your successes, and gain recognition at the **regional and potentially national level**. \*

Winners of **Regional Gold** are automatically put forward to be considered for the **VisitEngland Awards for Excellence**, the most prestigious tourism accolades in the country.

**WHAT YOU NEED TO KNOW BEFORE YOU APPLY**

**Judging is Independent & Anonymous**

* Your application will be judged by independent experts who may not know your business personally.
* Only the information and evidence you provide will be taken into account.
* Judges are not permitted to search online or rely on their own knowledge of your venue or organisation to amend/strengthen your application.

**If it’s not in your application, it can’t be considered!**

**WHAT MAKES A STRONG (GOLD-WINNING) APPLICATION**

**1. Clear, complete, and well-structured**

* Answer **every** question fully – **don’t leave blanks**.
* Stay within word limits but use the space wisely to give depth and detail.
* Use clear headings or bullet points if it helps readability.

**2. Evidence, Evidence, Evidence**

* **Back up all claims** with supporting data or examples.
  + E.g., “We’ve improved our guest experience” → “Our guest satisfaction scores rose from 88% to 96% in the past 12 months.”
* Include customer feedback, survey data, performance figures, or links to case studies.

**3. Highlight excellence & innovation**

* Show what sets you apart from others.
  + E.g., “We introduced a new digital visitor trail using AR, which increased engagement by 35%.”
* Explain what you’ve done differently or better than before.

**4. Show commitment to core values**

Judges are scoring based on national standards. Be sure to show your strengths in:

* Quality of service and visitor experience
* Contribution to the tourism sector
* Accessibility and inclusivity
* Sustainability and community impact
* Business performance and resilience
* Marketing and innovation

**Example: What a gold-winning application might include**

* Detailed visitor experience strategy backed by feedback scores
* Clear demonstration of new initiatives and measurable success (e.g., increased bookings, new audiences reached)
* Strong focus on staff training and inclusivity
* Clear, actionable sustainability plan in place (e.g., net-zero goals, local supplier use)
* Customer quotes, Tripadvisor scores, or Net Promoter Scores
* Professional but passionate tone that brings the business to life

**FINAL TIPS**

* Draft your answers in Word first to review and refine before submitting.
* Ask someone outside your business to read it – can they see how great you are?
* Don’t assume anything is obvious – spell out your achievements clearly.
* Treat the application like your judges know nothing about you.

**KEY INFO**

* **Deadline to apply:** Friday 1st August 2025
* **Submit via:** Openwater Link
* **Need help?** Contact Rachel Stewart (rachel.stewart@visit-nottinghamshire.co.uk)

**Make This Your Year**

This is your chance to be recognised locally, regionally, and **potentially nationally**. Take the time to create a robust application – your story deserves to be told.

Good luck – we can’t wait to see what you’ve achieved!