



The Brecon Beacons Tourism Awards – Notes for Applicants

- Choose which category or categories you wish to enter.
- Download the entry form(s) from this site.
- Complete the form(s) using Word or compatible software. Please note that the 'boxed' areas of the form will expand as you need them to. No handwritten forms are accepted. (Don't be tempted to convert the file to pdf – this prevents the judges from carrying out word counts).
- Please save the form with your business name added onto the file name ie 'BBT Awards Application Form for Large Serviced Accommodation – Anywhere Hotel.'
- If you would like more advice and information about the awards or whether you are eligible please email:
awards@breconbeaconstourism.co.uk
- When you have completed the form, email it as a Word attachment to
awards@breconbeaconstourism.co.uk
- If you wish to submit supporting evidence, for example a scan of your promotional material, some examples of your guest comments or links to your review sites, you may email up to three electronic files to the email address above. No hard copy evidence should be sent.
- Make sure you hit the deadline – this has been changed to midday on Friday, 15th July 2016 & is published on our website's home page.

STEP 1. CHECK YOU ARE ELIGIBLE

Your business or visitor experience must be located in the Brecon Beacons National Park, or within 10 miles of the boundary of the National Park. Although you do not have to be a BBT member to apply judges will be looking for your commitment to the Brecon Beacons as a destination and to hear about how you engage with tourism locally.



The judges are looking for evidence of excellence, innovation and ongoing quality improvements.

STEP 2. READ THE APPLICATION FORM CAREFULLY

Any information provided after the word limit has been exceeded will be disregarded.

STEP 3. TOP TIPS AND COMMON MISTAKES

- Note that all categories are being assessed on the quality of the offer, the customer experience and the things that make a difference, with customer service and hospitality being important in the consumer facing categories.
- Try to make sure that you cover all aspects of your business under the relevant sections of the form. Marks are awarded for each area and anything missed will mean your entry cannot be short-listed.
- Tell the judges why you are different, unique and be passionate about your commitment to excellence
- Please note that your online presence will contribute to part of the marks that you are awarded and will be judged on:
 - a. BUSINESS INSPIRATION - How well your website inspires visitors to choose your business
 - b. DESTINATION INSPIRATION - How well your website encourages visitors to come to the area in the first place
 - c. INFORMATION – How well your website covers all necessary pre-visit information
 - d. NAVIGATION – How easy your website is to navigate & how easy it is to book (Nb this does NOT necessarily mean having an online booking system)



- e. MOBILE – How well your website adapts to different media (mobile, tablets, etc)
 - f. UP TO DATE – Is your website up to date?
 - g. SOCIAL – How you use Social Media
 - h. ONLINE REPUTATION – How well you are managing your reputation online through review sites such as Tripadvisor
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- Provide evidence of success where possible including web links that relate to each part of your submission.
 - Describe your business factually and honestly. If you are visited, your claims will be checked.
 - Feedback and quotes from visitors make strong evidence. Tourism is a people business and judges are looking for evidence that you have made a difference to someone's visit.
 - Your involvement with tourism generally in The Brecon Beacons is important to the destination. Include examples of what you do in this context.
 - Presentation matters! Make it easy to read - bullet points are far easier to read than long paragraphs.
 - Use simple English and avoid jargon.
 - Do a spell check – and if possible get someone else to read through your entry to check anything you may have missed.

If you need help please email awards@breconbeaconstourism.co.uk

STEP 4. PREPARE SUPPORTING EVIDENCE, IF DESIRED

You may submit up to three electronic documents as supporting evidence. If submitted the documents should be no more than 5 MB in size (a PDF or word document) and have your business name included in the file name eg Anywherehotel.doc. All information should relate to the answers you



have given on your entry form. If you have a marketing strategy / business development plan make sure you send these.

Judges will refer to your website and third party sources such as Tripadvisor for additional information and verification, including evidence of environmental and access policies.

STEP 5. SUBMIT YOUR ENTRY

When you have completed the form, save the form as a Word document with your business name added onto the file name ie 'BBT Awards Application Form for Large Serviced Accommodation – Anywhere Hotel.' and email the form to awards@breconbeaconstourism.co.uk along with any relevant supporting documents by midday on July 15th 2016.

Make your entry stand out by focusing on what is unusual or innovative, don't be modest, this is your chance to shine.

Judging of the Brecon Beacons Tourism Awards

Judging will be carried out by an independent panel of individuals from the tourism industry who are experts in their field and selected for their impartiality, experience and suitability for each category. The judging panels may include a representative from the Sponsor of that category.

The initial short-listing will be based on the information provided within the application form relevant to the Award category you are applying for, along with a look at your website and any third party sites, including online reviews. The judging panels will be visiting some businesses but please note a site visit is not an indication of shortlisting – nor is the absence of a visit an indication that you have not been shortlisted as the need for this will



vary between the categories and the amount of businesses submitting applications.

Any site visits will be occurring at the beginning of September, a condition of entry is to allow judges to eat / visit / experience / stay at the business if deemed to be necessary as part of the shortlisting process.

The short listed applicants and the winners of each category will be announced at the Awards ceremony on 10th November 2016.

The decision on which entries receive awards will be taken by a final judging panel which will consider site visit reports where relevant, websites and other available evidence. Their decision will be based on the evidence available at the time and will be final. The timing of the process means there can be no appeal process for the current year's awards. Should any entrant consider that inaccurate evidence has been considered as part of the judging they should raise this with the awards coordinator at the earliest possible stage; such appeals may be taken into account in judging in future years.