

VisitEngland
Awards for
Excellence

12th July 2016

Liverpool, Liner Hotel

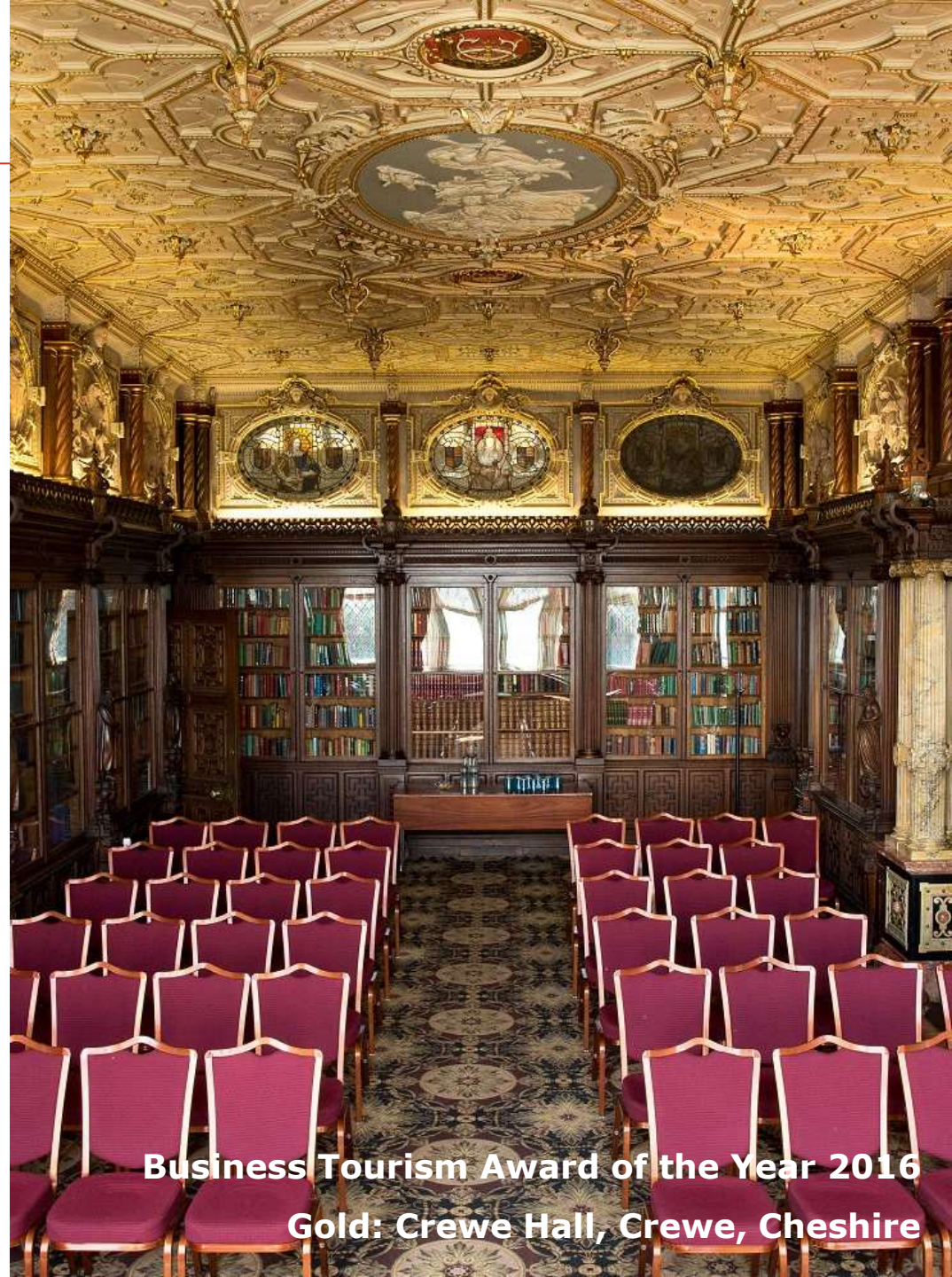


VisitEngland

**Awards for
Excellence**

Review of 2016 Applications

- **417** applications to 2016 awards. **Up 21%** on previous year.
- **344** applications to 2015 awards.
- More direct and fewer aborted applications than in previous years.
- Shorter and simpler application forms for 2016.



Business Tourism Award of the Year 2016
Gold: Crewe Hall, Crewe, Cheshire



**Taste of England Award 2016 Gold:
Eckington Manor, Eckington, Worcestershire**

The **most popular** categories for 2016 applications:

- **34** - Small Visitor Attraction
- **34** - Large Visitor Attraction
- **32** - Taste
- **31** - Bed & Breakfast/
Guest Accommodation

Review of 2016 Judging

- VE mystery shoppers nearly all 16 categories between **15th Dec 2015 – 24th January 2016**
- Greater emphasis on online reviews in first stage of judging.
- Overnight stays and full show round debrief with owner/ manager (where possible).



B&B/ Guest Accommodation of the Year 2016
Gold: Trevose Harbour House, St Ives, Cornwall

MEMORIES OF AUGUST 1914

23-27 JULY 2014

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WE WANT YOU!
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HOME NEWS ROUTE GALLERY GET INVOLVED STORY ROYAL DE LUXE MERCHANDISE TRAVEL ACCOMMODATION CULTURAL PATRONS CONTACT US

MEMORIES OF AUGUST 1914

August 2014 marks the centenary of the start of the First World War – a turning point in world history.

In collaboration with 14-18 NOW, Liverpool will host one of the UK's landmark commemorative events - a poignant and spectacular piece of street theatre which will once again see giant visitors embark on an emotional journey around the city.

Taking place 23-27 July 2014, the city will welcome back the creative tour de force that is Royal De Luxe who will undoubtedly deliver a jaw-dropping visual feast.

Memories of August 1914 is co-commissioned by Liverpool City Council and 14-18 NOW.

OUR PALS

Giant Spectacular
34,179 likes

Like Page Share

Be the first of your friends to like this



STORY

The story and route are still under wraps and will be announced nearer to the event. Keep an eye on these pages, follow us on Twitter and 'like' us on Facebook and you won't miss a thing.



ROYAL DE LUXE

Since 1979, led by Jean-Luc Courcoult their writer-director, Royal de Luxe have travelled around the world with their small and large scale shows. They are invited into the heart of the cities, surprising all generations and allowing them to escape from reality for a short time.

LATEST NEWS

A GIANT'S LIFE THROUGH A LENS
A special book and DVD which capture Liverpool's biggest ever event goes on sale this Friday (7 November).

MEMORIES OF CITY'S BIGGEST EVER EVENT
LIVERPOOL has reaped the benefits of what is being hailed as the biggest event in its history.

A NEW CHAPTER FOR THE GIANTS
A special book is being produced to re-live Liverpool's memorable giant five days.

PLEA OVER MISSING BANNERS
An appeal has been made for the return of giant banners stolen from the event in Kensington, which are believed to have been stolen.

Tourism Event of the Year 2016 Gold: Giant Spectacular: Memories of August 1914, Liverpool

HELD BY BRITAIN AND FRANCE

ANOTHER MYSTERIOUS GIANT SIGHTING.

A LIVERPOOL REPORT.

Several people report having seen a mysterious aircraft over the north of Liverpool on Saturday evening between seven and half past eight o'clock. They say that it was travelling at about 25 miles an hour, and that it carried a very brilliant light. Two members of the Liverpool Aviation School were on duty on Saturday afternoon, but did not leave the neighbourhood of the shore at Waterloo, as were not in the air at the time stated.

LIVERPOOL WE WANT YOU

JOIN TOGETHER IN THE CITY

G. ACCRINGTON AND DISTRICT KITCHENER "PALS" BATTALION.

SMALL ACCRINGTON & DISTRICT BE REMIND!

ACCRINGTON HEADQUARTERS: RECRUITING OFFICE: WELLOW STREET, LAYTON, LANCAS. COUNCIL OFFICE: CONSERVATIVE CLUB, CHURCH ONE AFFRITHLE, CHURCHLEY BLACKBURN. PRESTON NEW ROAD.

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**Tourism Pub of the Year 2016 Gold:
The Fleece Inn, Bretforton, Worcestershire**

Review of 2016 Judging

- More focus on customer experience
- Reimbursement by shortlisted applicant of judges' overnight stays, meals and entrance fees
- Judges feedback only for shortlisted and finalists



**Awards Ceremony 2016:
Winter Gardens, Blackpool**

Timetable 2017

- Workshops: **June-Aug 2016**
- Publish application forms online: **summer 2016**
- Open for online applications: **late August 2016**
- Closing date for applications: **Fri 14th Oct 2016**
- Judging: **Mon 17th Oct 2016 - Fri 24th Feb 2017**
- Judging panel meets: **late Feb/early March 2017**
- Awards ceremony: **late April or May 2017**

VisitEngland categories for 2017

- 1. Hotel of the Year** (Full service hotel – offering a minimum service of: Reception, Bar, Dinner and Breakfast)
- 2. Bed & Breakfast of the Year** (Max 6 bedrooms, must provide breakfast and owners must live on-site).
- 3. Boutique/Guest Accommodation of the Year** (All types and styles of serviced accommodation with the exception of full service hotels and B&Bs)



**Small Hotel of the Year 2016 Gold:
Yorebridge House, Bainbridge, Leyburn**

4. **Self-Catering Provider of the Year** (two or more self catering units at one location)
5. **NEW Self-Catering Property of the Year** (single self catering property)
6. **Holiday Park of the Year** (Touring, Camping and/or Holiday Park/ Village)
7. **NEW Glamping Provider of the Year** (where this is the main operation, not an add-on to a more traditional campsite or holiday park)



Holiday Park/Village of the Year:
Woodovis Park, Tavistock, Devon

- 8. Small Attraction of the Year** (under 75,000 visitors and/or fewer than 10 full-time equivalent paid staff)
- 9. Large Attraction of the Year** (over 75,000 visitors a year)
- 10. NEW Guided Tour of the Year** (e.g. paid/ volunteer guides in an attraction, bus tour guides, boat trip guides etc.)
- 11. Dog Friendly business of the Year**



**Dog Friendly Business of the Year 2016 Gold:
Higher Wiscombe, Colyton, Devon**

- 12. Tourism Pub of the Year**
- 13. Taste** – Only food service (excluding food producers/ retail)
- 14. Sustainable Tourism**
- 15. Inclusive Tourism**
- 16. Business Tourism**



**Access for All Tourism Award 2016 Gold:
Hoe Grange Holidays, Matlock, Derbyshire**



**Sustainable Tourism Award 2016 Gold:
Railholiday Ltd, St Germans, Cornwall**

The following categories will be dropped for 2017:

- Visitor Information
- Event
- Experience

Three new categories to replace these:

- Guided Tour
- Self Catering Property
- Glamping Business

New Direct (only) entries:

- Family Friendly
- Great China Welcome of the Year
- One additional category (TBC)
- These will be announced when we officially launch later in the year.

Apply to your
region's awards
and put forward

OR

Apply direct to
VisitEngland's
awards

- **Regional awards:**
 - If you are in a region which has its own awards AND you are entering a category offered by the regional awards
- **Direct to VisitEngland:**
 - If you are in a region which does not have its own awards
 - If you are entering a category not offered at your region's awards, e.g. a new category



**Tourism Experience of the Year 2016 Gold:
Livingstone Lodge Overnight Safari, Kent**



Entries for the 2017 Awards will open 24th August 2016

VISITENGLAND AWARDS FOR EXCELLENCE 2017

Welcome to the Awards website for 2017. The VisitEngland Awards for Excellence are the most prestigious awards in English tourism and here you can find out all about the many benefits of taking part together with all the information you need to guide you through the application process.

This year we have introduced some exciting changes to the award categories embracing the latest and most popular tourism services and products. There will be new categories for Glamping, Guided Tours and an additional Self Catering category for single unit properties. The serviced accommodation categories, previously Small and Large Hotel and Bed & Breakfast have been refreshed this year to a single category for full service hotels of any size, and a Bed & Breakfast category aimed at owners who have adapted their own home to offer bed & breakfast on a small scale. All the other styles of guest accommodation and limited service hotels should now apply for the new accommodation category. A few special categories for direct applications only will be announced shortly, so keep checking the website!



About

With a history stretching back over 27 years, the VisitEngland Awards for Excellence are firmly established as representing...



Winners

Congratulations to all our 2016 finalists.



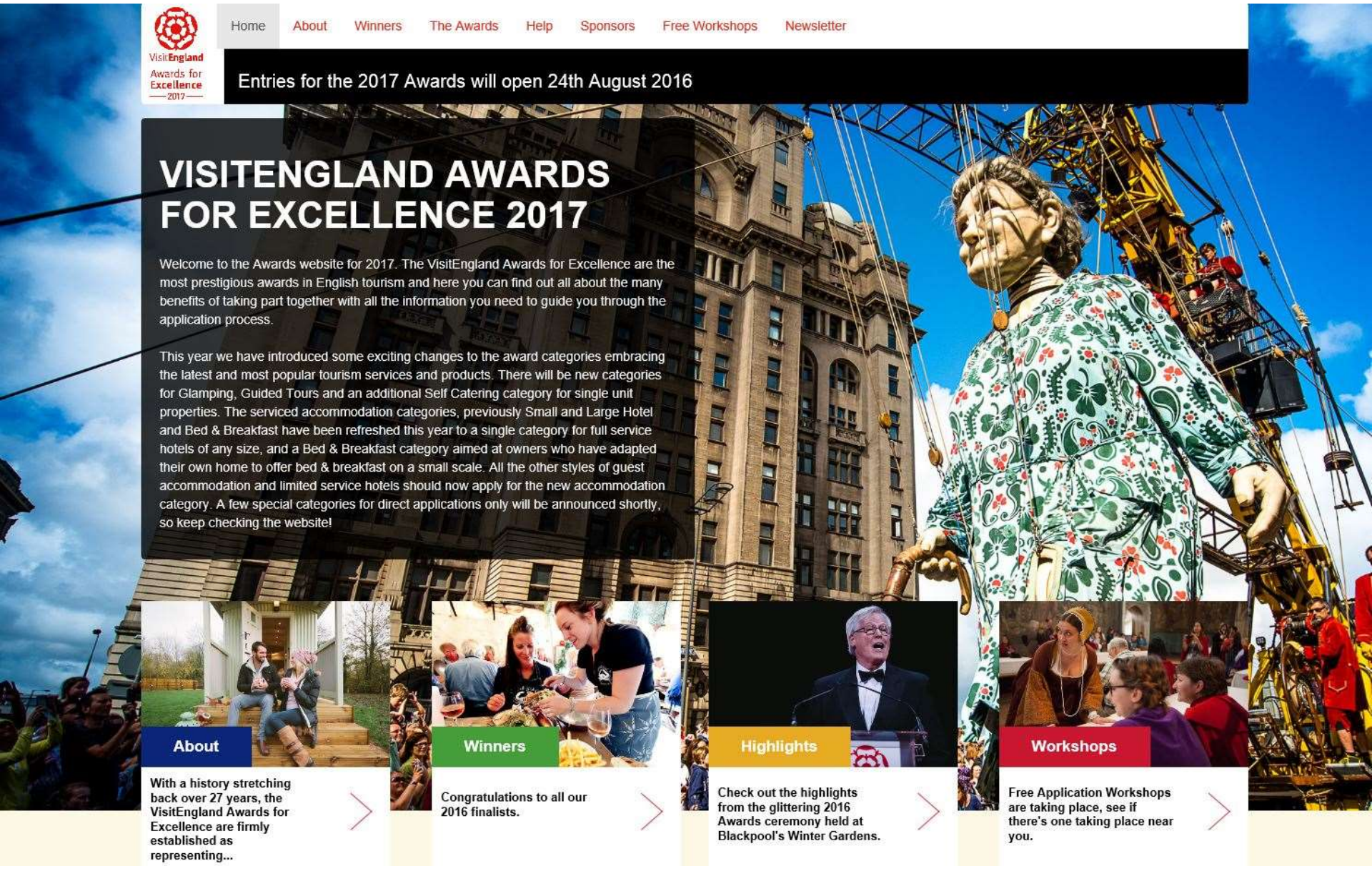
Highlights

Check out the highlights from the glittering 2016 Awards ceremony held at Blackpool's Winter Gardens.



Workshops

Free Application Workshops are taking place, see if there's one taking place near you.



Apply to your
region's awards
and put forward

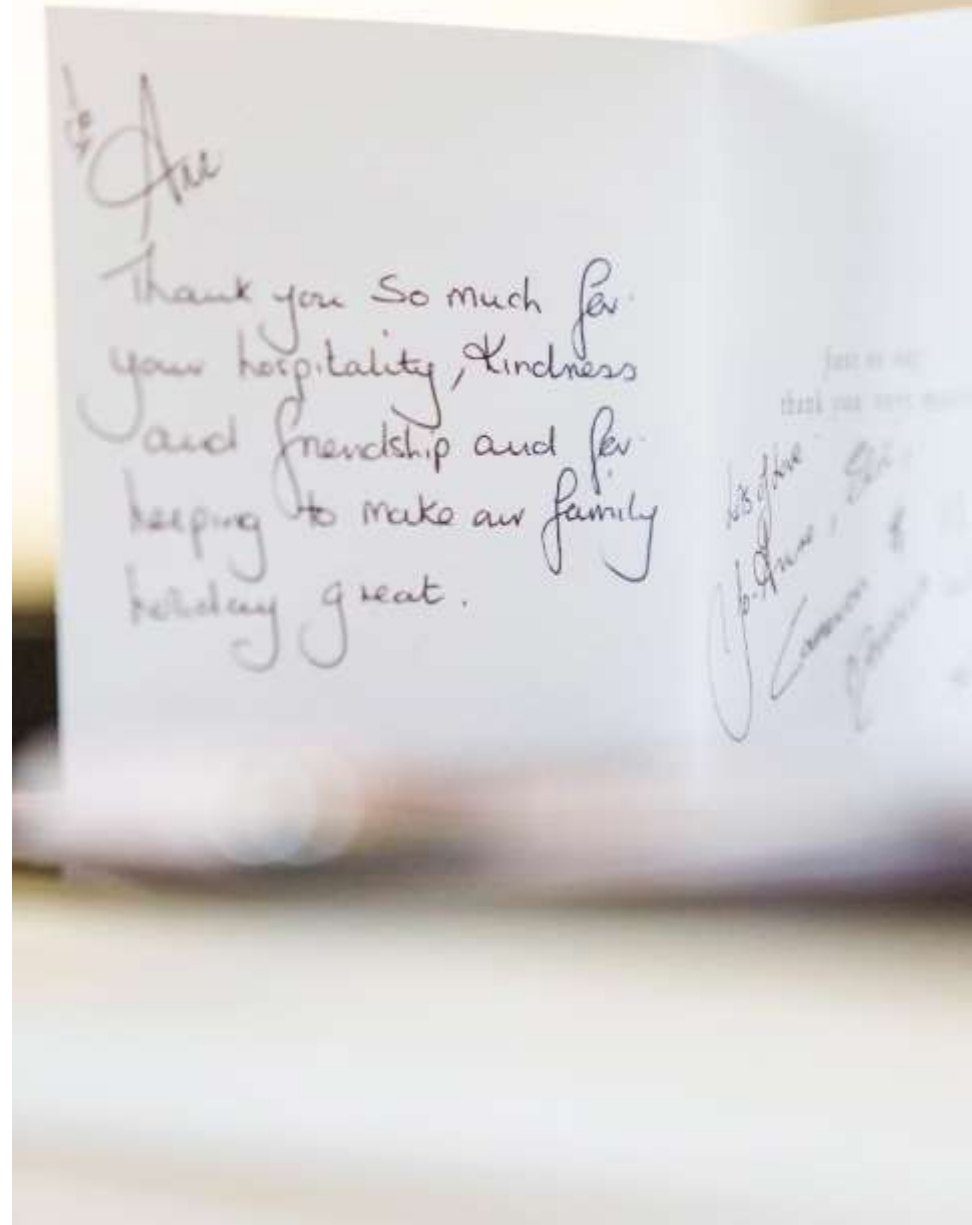
OR

Apply direct to
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awards

Stage one judging: creating the shortlist

What are the judges looking for?

- Great reviews and testimonials
- Innovative marketing
- An engaging website
- A concise and positive application form
 - **Remember:** where possible, link to your website instead of attaching PDFs or photos



What do the judges like?

Flexibility

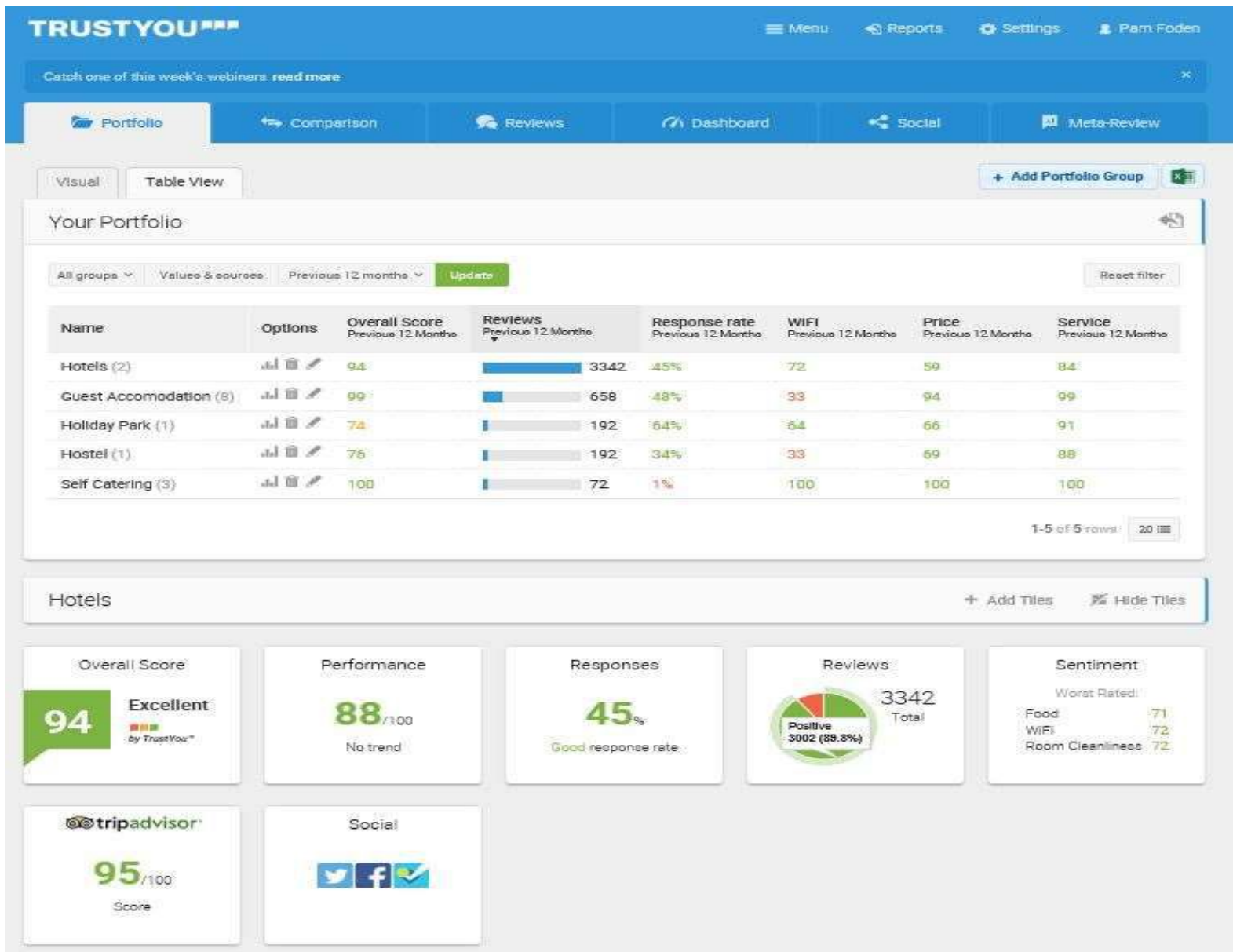
**Superb
people
skills**

Personality

**Nothing
too
much
trouble**

Transparency

**Good
humour**



TRUSTYOU Menu Reports Settings Pam Foden

Catch one of this week's webinars [read more](#)

Portfolio Comparison Reviews Dashboard Social Meta-Review

Visual Table View [+ Add Portfolio Group](#)

Your Portfolio

All groups Values & sources Previous 12 months [Update](#) [Reset filter](#)

Name	Options	Overall Score Previous 12 Months	Reviews Previous 12 Months	Response rate Previous 12 Months	WiFi Previous 12 Months	Price Previous 12 Months	Service Previous 12 Months
Hotels (2)		94	3342	45%	72	59	84
Guest Accommodation (8)		99	658	48%	33	94	99
Holiday Park (1)		74	192	64%	64	66	91
Hostel (1)		76	192	34%	33	69	88
Self Catering (3)		100	72	1%	100	100	100

1-5 of 5 rows: [20](#)

Hotels

[+ Add Tiles](#) [Hide Tiles](#)

Overall Score

94 Excellent

by TrustYou™

Performance

88 /100

No trend

Responses

45%

Good response rate

Reviews

3342 Total

Positive **3002 (89.8%)**

Sentiment

Worst Rated:

- Food 71
- WiFi 72
- Room Cleanliness 72

tripadvisor

95 /100

Score

Social

Save to a list

Saved to 399 lists

Best Price Guaranteed

Search

Destination/hotel name:

Chester

Check-in

14 July 2016

Check-out

15 July 2016

1-night stay

Work Leisure

Rooms

1

Adults

2

Children

0

Lowest price guarantee!

Show deals

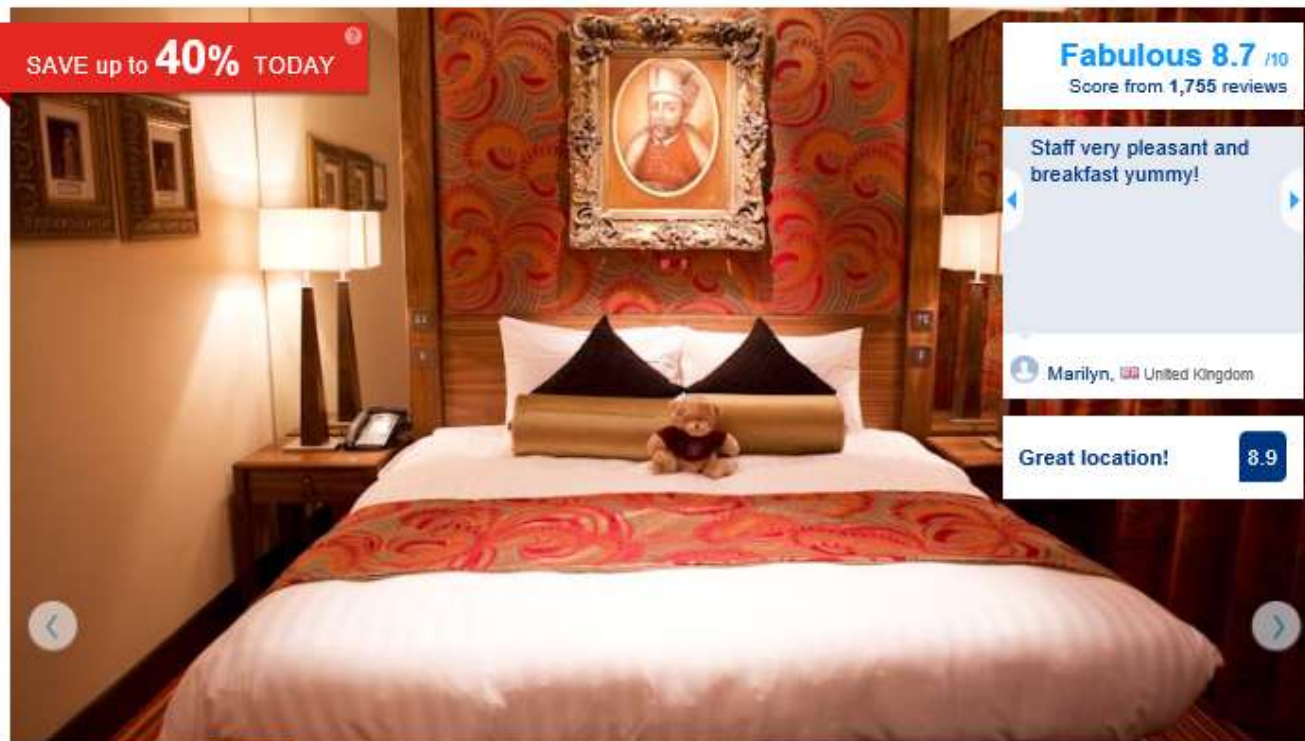


Hallmark Hotel Chester The Queen

View your room options

★★★★★ **Luxury Deal**

63 City Road, Chester, CH1 3AH, United Kingdom – [Great location - show map](#)



Fabulous 8.7 /10

Score from 1,755 reviews

Staff very pleasant and breakfast yummy!

Marilyn, United Kingdom

Great location!

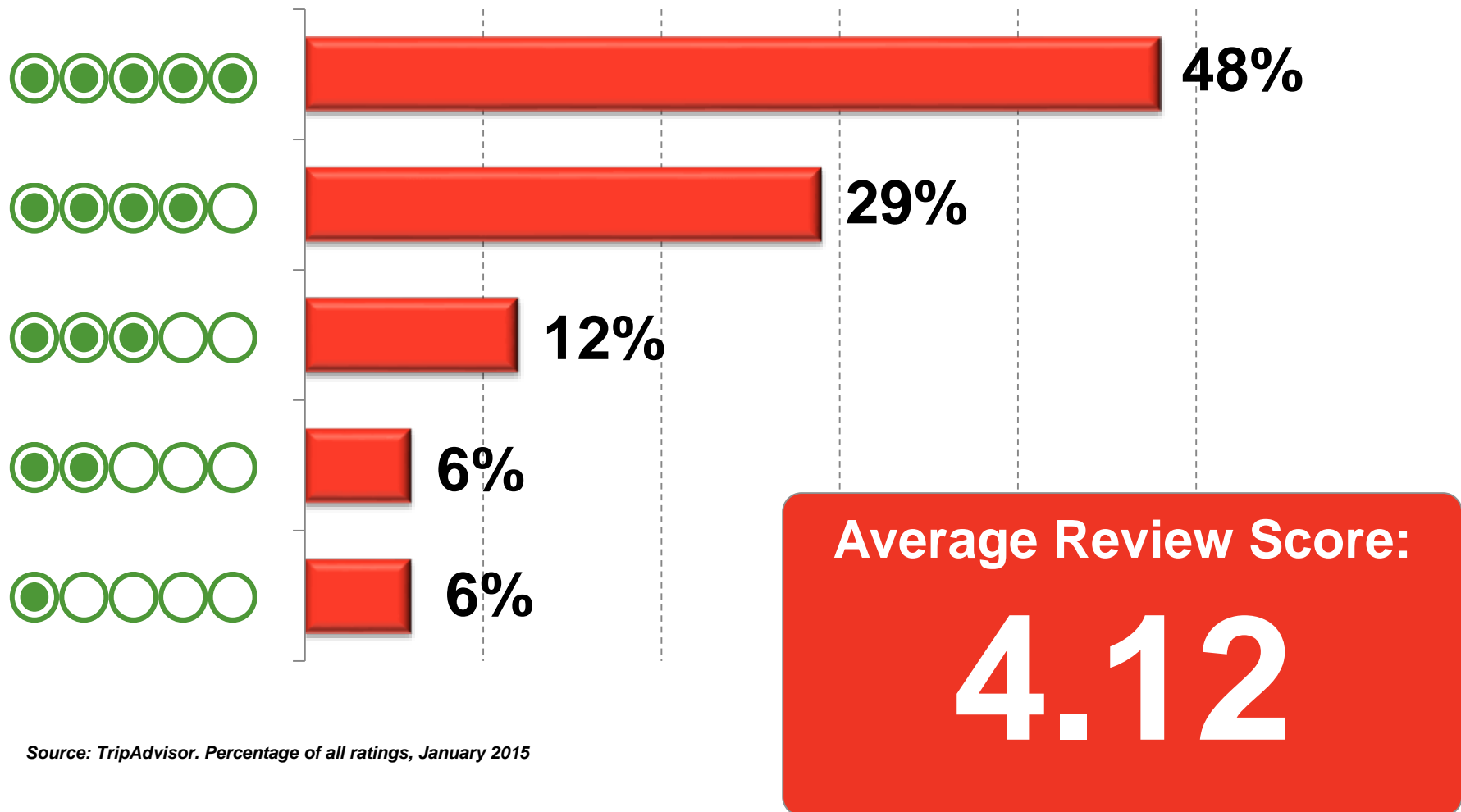
8.9



★ **One of our top picks in Chester.** Opposite Chester Station, the Hallmark Hotel Chester The Queen first opened in 1860, and offers grand Victorian style and free WiFi. The city centre is nearby.

BWP PREMIER
BEST WESTERN.

TripAdvisor reviews are largely positive



Source: TripAdvisor. Percentage of all ratings, January 2015

TripAdvisor
ranking depends on
quantity of reviews,
quality of reviews
and “**recency**” of
reviews



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Stage one judging: creating the shortlist

Stage two judging: visiting the shortlist

Stage two: visiting the shortlist

- Mystery visit or arranged and booked with the owner / manager
- Overnight stay at accommodation applicants where possible
- The judge will want to see, understand and experience every aspect of your business



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Stage one judging: creating the shortlist

Stage two judging: visiting the shortlist

Stage three judging: selecting the finalists

- Excellence and attention to detail in all areas
- Outstanding customer service
- Innovation and creativity
- A truly memorable experience

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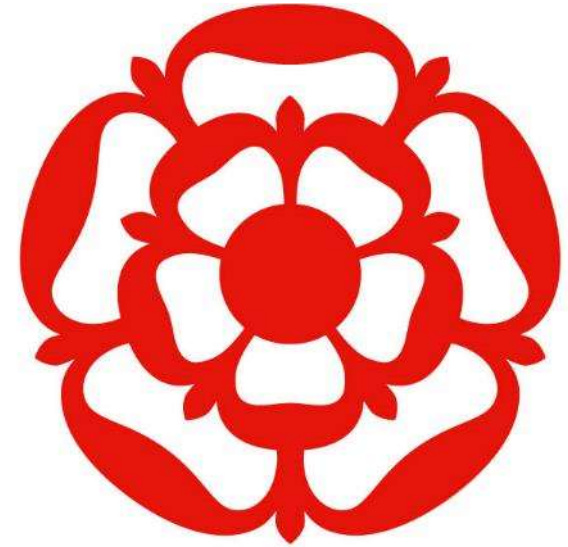
Stage one judging: creating the shortlist

Stage two judging: visiting the shortlist

Stage three judging: selecting the finalists

Stage four judging: picking a winner

- VisitEngland judging panel
- Chair = VisitEngland
Advisory Board Member
- Presentations from judging
team
- Discussions and debate



VisitEngland

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— 2017 —

Any questions?

VEAwards@visitengland.org

