

LIVERPOOL CITY REGION
TOURISM
AWARDS 2021

Independent Tourism Business of the Year

Recognises local independent businesses that can best demonstrate strong growth within the visitor economy and an innovative approach to customer and employee relations, together with creativity to enhance sales.

This sample application form is for information only and all applications must be made via the online application system.

Eligibility criteria

- This category is open to local independently run businesses, whether it be retail, accommodation, bar, eatery, attraction, or tour who can demonstrate how they have impacted on the local community and the visitor economy.
- Any independent business within Liverpool City Region actively involved in the Visitor Economy sector.
- The business must be independently owned and based within the City Region i.e., not part of a National/International chain.
- Franchises are not eligible to enter this award.
- Any independent business originally founded within the Liverpool City Region which has now expanded to other locations can enter this award.
- Businesses must clearly demonstrate how they are part of the wider Visitor Economy offering.
- Businesses of all sizes can apply as this category is judged within the context and style of the business.

Applicant & business details

(not scored)

Applicant's name:

Enter the applicant's name here.

Applicant's job title:

Enter the applicant's job title here.

Applicant's phone number:

Enter the applicant's phone number here.

Applicant's email:

Enter applicant's email here.

Business name:

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

Enter your business name here.

Business address:

Enter your business address here.

Closures during judging period (the judging period runs from 1st November 2021 – 31st Jan 2022)

Enter closures during the judging period here.

Promotional Description

Provide a promotional description of your business.

- 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

Enter the promotional description here.

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 third-party 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

Background

(not scored)

Briefly outline the story of your business (250 words maximum).

Judges will be looking for:

- Length of time business has been open
- 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, accolades received in the last two years, including any that relate to COVID-19. Include the title, awarding body, level and date achieved.

For example:

- Successes in this competition and the VisitEngland Awards for Excellence
- TripAdvisor Certificate of Excellence
- Green Tourism award
- VisitEngland and/or AA quality assessment, local quality accreditation
- VisitEngland's 'We're Good to Go'; the AA's 'COVID-19 Confident'; Quality in Tourism's 'Safe clean and legal'.

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 attach it when emailing your completed application form /upload it here (optional).

Online presence & reviews

(this section is 30% of the final score)

Provide links to your online presence, which will be reviewed and scored by judges in addition to your answers to the four questions. Judges will also be looking for evidence of customer reassurance within your online presence as a result of the COVID-19 pandemic. Other sites may also be checked.

Website (10%)

Enter the website URL here.

Social Media Platforms (10%)

Provide links to all business pages/profiles on Facebook, Instagram etc. and Twitter handles

Enter social media platforms here.

Online review sites (10%)

Provide specific links to customer review listings for your business e.g. TripAdvisor, Booking.com, Google, Euan's Guide, UpFront Reviews

Enter online review sites here.

Question 1 - Your Recent Improvements

(this question is 20% of the final score)

Tell us about up to **five** ways in which you have developed your experience and/or improved the customer experience over the last two years (300 words maximum).

Judges will be looking for:

- Expansion, upgrade of equipment and facilities, enhancements to your services
- Promotional initiatives e.g., new website
- Improving the skills of you and your team
- Sustainability and accessibility improvements
- Reasons for making the improvements e.g., based on customer feedback
- Approximate date of improvement
- Innovative adaption to restrictions, diversification and resilience building during the COVID-19 pandemic.

1.
2.
3.
4.
5.
Links to relevant supporting evidence online (optional):

Question 2 - Your Top Qualities

(this question is 20% of the final score)

Tell us about up to five ways in which your experience is impressive compared to your competitors (300 words maximum).

Judges will be looking for what makes you unique, such as:

- Added extras that delight your customers
- How you care for your team
- Use of local suppliers, including food & drink offer centred on locally sourced produce
- Innovative marketing and PR, including partnerships with other businesses
- Facilities and welcome for people with a range of accessibility requirements
- Managing and improving environmental, social and economic impacts

1.
2
3.
4.
5.
Links to relevant supporting evidence online (optional):

Question 3 - Your Results

(this question is 15% of the final score)

Thinking of how you measure success, tell us about three successes from the last year (300 words maximum).

Judges will be looking for:

- Whether you are able to attribute success directly to any of the improvements that you've made (mentioned in Question 1)
- Percentage increase in occupancy levels/visitor numbers, sales, customer satisfaction and wastage reduction
- Percentage increase in online bookings
- 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

1.
2.
3.
Links to relevant supporting evidence online (optional):

Question 4 – Your Future Plans

(this question is 15% of the final score)

Tell us about three ways you will develop and promote your experience over the next year (300 words maximum).

Judges will be looking for:

- Continued adaption, diversification and resilience building as a result of the COVID-19 pandemic
- Sustainability and accessibility improvements
- Expansion, upgrade of facilities, enhancements to your services
- Improving the skills of you and your team
- Marketing and PR, including partnerships with other businesses
- Operational efficiency

1.

2.

3.

Links to relevant supporting evidence online (optional):