**

Tourism and Hospitality
Award criteria**

We are looking to recognise businesses that welcome and encourage visitors to East Suffolk, promoting and raising the profile of this area of our county. You may be operating in hospitality and catering, visitor attraction, festivals, events, leisure, sports, food and drink, retail or transport sectors.

Applicants must be based within East Suffolk and be able to demonstrate why their business, product, or service contributes to Suffolk’s aspirations to create the very best visitor offer, with experiences that exceed expectations.

**How to enter**

1. **Check out our East Suffolk area map to ensure your business is within the entry area**
2. **Download and fill in our application form**
3. **Tell us about your business (approx.1000 words) this could include some of the following; Your history, customers, competitors, challenges, opportunities, your vision and anything else that you feel is relevant**
4. **For your entry wording/evidence (no limit on this wording) the judges will be looking for examples of:**
	* Your contribution to the local tourism industry.
	* Who are your customers and have you experienced visitor growth?
	* How do you ensure that your visitors receive excellent customer service and have a great experience?
	* How do you manage and incorporate customer feedback? This could range from developing new products to responding to online customer comments.
	* How do you work with staff to develop their skills?
	* How do you use digital to engage your visitors and customers? This can include using digital product development to enhance your offering.
	* How do you engage with other tourism agencies and partners?
	* Any accolades and testimonials.
	* Anything else relevant you wish to share?
5. **Tell us why you believe your organisation deserves to win the Suffolk Chamber East Suffolk – Tourism and Hospitality Award (max 500 words)**

If you are selected as one of our category finalists, our judges for this category may wish to visit your business, they will arrange this direct with yourselves at a date and time convenient to both parties.