

The Cumbria Tourism Awards celebrate the best of Cumbria's tourism businesses and the talented individuals behind them. Their hard work and dedication drive an economy worth £2.9 billion.

Closing Date for Entries - Friday 22nd March

Cumbria Tourism Awards 2019

These awards get bigger and better every year, with increasing numbers of entries offering incredible quality. There is an award category to suit everyone across Cumbria's vast and diverse range of tourism businesses.

“ It has been an incredible year for us, since we first opened our doors last August. We're honoured to be recognised as the winner of the New Tourism Business Award – a great accolade and a true testament to our hard-working team – thank you to everyone involved for their ongoing support. Here is to many more exciting years ahead. ”

**Will Ashworth, Another Place, The Lake
New Tourism Business Award 2018**

“ We were delighted to win the Taste Award. We had hoped that by winning the award, it would give us more brand exposure but we had totally underestimated the feel good factor it created within our team which resonated for months after. This won't be the last time that we enter. ”

**Joe Cobb, Merewood Country House
Taste Cumbria Award 2018**

About the award categories

The categories recognise the high standards of quality and excellence offered across Cumbria's vast range of tourism businesses. Winning businesses have to demonstrate excellence and innovation throughout their business, including their product, welcome, service, marketing and sustainable practices. The Sheila Hensman Award recognises the outstanding contribution to excellence offered by an individual employee or business team.

What do you win?

Winners will be presented with an engraved award and certificate. Many of the winners will then go forward to represent Cumbria at the **VisitEngland Awards for Excellence 2020**.

(Sheila Hensman Award for Outstanding Contribution to Excellence, Wedding Venue of the Year and Makers and Producers Award are run at Cumbria level only).

Why Enter?

- Get the recognition you deserve and tell your industry peers, potential visitors and the media all about you.
- Increase your business levels using the beneficial PR generated by winning an award.
- Develop your business and identify areas of improvement, as well as excellence, through the process of completing an award entry.
- Reward those individuals who have helped you achieve success.



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Cumbria Tourism
At the heart of our visitor economy

In association with



The Grand Awards Final

Cumbria Tourism Awards 2019

Wednesday 19 June 2019 at Cartmel Racecourse, Cartmel

Finalists from each category, and their guests, will celebrate their achievements at a glittering awards evening. The glamorous black tie evening will begin with a sparkling drinks reception before the winners of the Cumbria Tourism Awards 2019 are revealed in an enthralling ceremony. Finally, it's time to sit back and relax and enjoy some of the best Cumbrian produce, and company, during a three course dinner.

The Award Categories are:

Sheila Hensman Award for Outstanding Contribution to Excellence

For staff members who deliver an outstanding customer experience, or provide an extraordinary support service behind the scenes and constantly exceed the expectations of tourism customers and colleagues.

Wedding Venue of the Year

Sponsorship: **Available**

For all venues which host weddings whether large or small. The winner will deliver distinctive and/or innovative weddings which create a unique and memorable experience. Weddings will be of exceptional quality, provide an outstanding service and display attention to detail and high standards of organisation and communication.

Large Hotel of the Year

Sponsorship by: **Christie & Co**



For full service hotels providing truly memorable guest experiences and demonstrating excellence across every aspect of the business. Large Hotel is usually for those with a minimum of 35 rooms.

Small Hotel of the Year

Sponsorship by: **Colliers International**



For small serviced accommodation businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business. Small Hotel is usually for those with a maximum of 35 rooms.

B&B and Guest House of the Year

Sponsorship by: **Lamont Pridmore**



For bed & breakfast and guest house businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business. This category is usually for those with a maximum of 12 rooms.

Self-Catering Accommodation of the Year

Sponsorship by: **Out of Eden**



For self-catering accommodation businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

Camping, Glamping and Holiday Park of the Year

Sponsorship by:

NatWest Commercial Banking



For holiday parks, sites and villages providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

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New Tourism Business Award

Sponsorship: **Thomson Hayton Winkley**



For high performing new tourism businesses trading for at least 6 months and up to 2 years, demonstrating excellent understanding of their market, exceeding the expectations of their customers with clear plans for future development.

NEW FOR 2019

Accessible and Inclusive Tourism Award

Sponsorship by: **Available**

For tourism businesses providing truly memorable visitor experiences for everyone, particularly those with accessibility requirements, and demonstrating excellence across every aspect of the business.

Large Visitor Attraction of the Year

Sponsorship by: **H&H Reeds Printers**



For visitor attraction businesses attracting over 75,000 visitors per year or employing more than 10 full-time equivalent members of staff providing truly memorable visitor experiences and demonstrating excellence across every aspect of the business.

Small Visitor Attraction of the Year

Sponsorship by: **Available**

For visitor attraction businesses attracting 75,000 or fewer visitors per year or employing less than 10 full-time equivalent members of staff providing truly memorable visitor experiences and demonstrating excellence across every aspect of the business.

NEW FOR 2019

Makers and Producers Award

Sponsorship: **Available**

For makers and producers whose high-quality, locally made products create a unique and memorable experience that enhances Cumbria's visitor offer.

Experience of the Year

Sponsorship: **Carlisle Lake District Airport**



District Airport

For any tourism business that provides truly memorable and immersive activities for visitors to participate in.

Ethical, Responsible and Sustainable Tourism Award

Sponsorship: **Available**

For tourism businesses committed to being sustainable, responsible and ethical in how they operate and interact with customers, the wider community and the environment.

Taste of Cumbria Award

Sponsorship by: **Cumberland Business**



For food service businesses within the tourism industry, including restaurants, hotel restaurants, cafes, tea rooms, coffee shops and bistros, that offer food, beverage and service innovation and excellence.

Pub of the Year

Sponsorship by: **Available**

For pubs that make a significant contribution to tourism in their area, with a food and drink offering that includes quality locally sourced produce.

[How to Enter >](#)



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Bernard Gooch Award

Presented in memory of Cumbria Tourism's first Commercial Members' Committee Chairman, the nominees of the Bernard Gooch Award are selected and voted on by our Executive Board as recognition for **outstanding personal contribution to Cumbria's visitor economy** above and beyond all expectations. Recent winners include; mountaineer Chris Bonnington, author Hunter Davis, chef Simon Rogan, Cumbria Tourism ex MD Ian Stephens and last year's recipient Lord Clark of Windermere.

NEW FOR 2019: This year's Cumbria Tourism Awards are open to all.

Entry and judging fees

The competition is free to enter. If you are successful in being shortlisted in your award category, you will be required to pay for a mystery shopping visit or judging validation visit appropriate to your category. Further details and prices can be found on the website.

It is encouraged that applicants are members of Cumbria Tourism to get the full benefit of the promotion associated with being part of the awards competition. Non-members of Cumbria Tourism who are successful in being shortlisted and reaching the event final will be given the opportunity to join membership or pay a non-member rate of £300+VAT, in addition to the judging fees to progress their application.

Membership

Free* entry to the Cumbria Tourism Awards is an exclusive membership benefit and just one more reason to join the county's official tourism organisation. Alongside a business listing on our popular website www.golakes.co.uk (14m annual page views), exclusive digital, print and PR opportunities to a large engaged audience and industry leading networking and support, members enjoy key discounts with popular local and national suppliers.

For more information on how to join Cumbria Tourism and a full breakdown of the fantastic benefits membership provides, please visit:

www.cumbriatourism.org/join-us

*Only the cost of mystery shopping/judging validation to pay (see website for fees).

Awards criteria

To find out if you're eligible to enter, check the individual entry forms for the category criteria you wish to enter. Terms and conditions can also be found on each form.

How to Enter

To enter this year's awards ensure you have read and understood the category criteria, fees and terms and conditions, then complete the appropriate form for each category you wish to enter. Full details can be found at:

www.cumbriaawards.co.uk

Completed entry forms must be returned by email to awards@cumbriatourism.org by:

Friday 22nd March 2019

Contact Details

For more information about how to enter, sponsorship opportunities or the awards in general, please contact:

01539 592153 or email

**Paula Scott - paula@cumbriaawards.co.uk
Cath Dutton - cath@cumbriaawards.co.uk**