

Hints and tips for writing a great entry



- Leave enough time to do your entry justice. Completing a great entry takes thought, effort and some time – particularly the first time you apply.
- Read the criteria on the front of each entry form. Each award category has a different emphasis, so tailor your answers accordingly.
- Some categories have additional eligibility criteria, such as a certain number of rooms or visitors or the length of operation. Make sure you are eligible to enter your chosen category.
- We can only judge what you tell us so make sure you give us sufficient information and don't assume the judges already know anything about your business.
- It's normal to perform better in some areas than others but do answer all the questions as best you can. Leaving a blank space automatically means no score for that question, affecting your likelihood of being shortlisted.
- Create as full a picture of your business or nominee as possible. We are looking for passion and enthusiasm which makes the business or the person come alive so be engaging, genuine and personal – and don't use too much marketing speak!
- Read and answer each question carefully. Some questions have two or more parts to them. We need to know what **impact** certain developments or changes have had on your business and this part of the question is frequently omitted. After you have told us about your developments/changes ask yourself "So what?" What difference has it made to your business?
- Shout about your successes. Tell us if you've increased your occupancy, visitor numbers, average room rate; if you've received improved customer feedback and reviews; or, if you've saved costs or the environment through your developments, initiatives and changes.
- Ask someone else to proof read your draft entry for spelling, grammar and typos and ask them whether what you've written makes sense to someone who doesn't know your business.
- There are word counts against each required answer. The VisitEngland terms and conditions for entry which this competition abides by state that entries cannot exceed the word count.
- Keep the detail of your entry focused mainly on what you've done in the last 2 years.
- If you have been a previous winner or finalist your entry needs to show significant progression or development to be shortlisted again. The Judges have good memories!
- Lots of entries don't bring out the exceptional, the innovative or the unique aspect of the business. Keep in mind the sector and level in which you operate and tell us what really makes you stand out above and beyond the other competitors.

- A good answer to a question will provide specific examples/evidence to back up the answer. This is particularly relevant when asked about the outcome of a certain activity/recent development. Those who can quote actual figures or specific results will score more highly than a generic answer such as 'better feedback' without any evidence.
- The answers require 3 – 5 examples per question. The best entries will be able to highlight a range of examples from different areas of the business, such as developments, customer service, marketing, accessibility, sustainability and training.
- **Supporting evidence** should be included only if it enhances your entry form, is relevant and highlights how you stand out from the competition. It's not essential and less is definitely more.