

JUDGING VISIT / MYSTERY SHOP FEES 2023



Please note the mystery shop fee ensures the mystery shopper gets a good overview of the full customer experience and will test as much of your offer as possible.

Category	Parameters	Report Fee & Travel + VAT
New Tourism Business	Pre-announced Judging Visit including pre-visit research, visit and post visit feedback report	£175
The Sheila Hensman Unsung Hero Award	Pre-announced Judging Visit including pre-visit research, visit and post visit feedback report	£175
Makers and Producers	Pre-announced Judging Visit including pre-visit research, visit and post visit feedback report	£175
Self-Catering Accommodation	Pre-announced Judging Visit including pre-visit research, visit and post visit feedback report	£175
Accessible and Inclusive Tourism Award	Pre-announced Judging Visit including pre-visit research, visit and post visit feedback report	£175
Ethical, Responsible and Sustainable Tourism	Pre-announced Judging Visit including pre-visit research, visit and post visit feedback report	£175
Wedding Venue	Pre-announced judging visit. including pre-visit research, visit and post visit feedback report	£175
Large Hotel	Mystery Shop: The Hotel will be asked to refund the actual cost of an overnight stay for 2 people which will include dinner, bed, breakfast, pre-dinner drinks and drinks with dinner in addition to the mystery shop report fee and travel	£175
Small Hotel	Mystery Shop: The Hotel will be asked to refund the actual cost of an overnight stay for 2 people which will include dinner, bed, breakfast, pre-dinner drinks and drinks with dinner in addition to the mystery shop report fee and travel	£175
B&B and Guest House	Mystery Shop: The B&B/Guest House will be asked to refund the actual cost of an overnight stay for 2 people which will include bed and breakfast in addition to the mystery shop report fee and travel	£175
Camping, Glamping and Holiday Park	Mystery Shop: The Park will be asked to refund the actual cost of an overnight stay for 2 people which will include pitch/accommodation and on site refreshments/meals as appropriate in addition to the mystery shop report fee and travel	£175
Large Visitor Attraction	The Attraction will be asked to refund the actual cost of the visit 2 adults + 2 children admission + appropriate refreshments in addition to the mystery shop report fee and travel	£175
Small Visitor Attraction	The Attraction will be asked to refund the actual cost of the visit 2 adults + 2 children admission + appropriate refreshments in addition to the mystery shop report fee and travel	£175
Experience of the Year	The Experience will be asked to refund the actual cost of the visit 2 adults + 2 children admission + appropriate refreshments in addition to the mystery shop report fee and travel	£175
Taste of Cumbria	The venue will be asked to refund the actual cost of the meal (up to 3 courses with drinks) in addition to the mystery shop report fee and travel	£175
Tourism Pub of the Year	The venue will be asked to refund the actual cost of the meal (up to 3 courses with drinks) in addition to the mystery shop report fee and travel	£175

