

# Remarkable Tourism Event of the Year

*Recognises the best event or festival in Hull and East Yorkshire and provides a truly memorable experience to visitors to the area.*

What is the best event or festival in Hull and East Yorkshire that takes place over a day, weekend, week, month or season?

The event can be free or paid for; a one-off happening or a rolling series of annual events. The experience can be related to a specific activity or a special package.

When completing your application please remember the judges have not attended your event so clear, detailed answers are important.

To consider in your application:

- Details of how the activity/concept was developed, identification of the market and details of how it was tested and marketed
- Innovation in programming, a sense of distinctiveness and involvement of event in terms of audience development and sustainability.
- Improvements and developments within the last two years, including any awards, and the impact this has had on the visitor experience and visitor numbers
- Commitment to excellence details of what puts the event above the competition

- What evaluation measures have been put in place
- How do you encourage new and repeat business e.g. innovative promotional campaigns, use of social media
- Where relevant including information on adaptations made in line with Covid-19 guidance will be beneficial to your application

Event Application:

<b>Applicant &amp; Business Details</b>		<b>(Not scored)</b>
Applicant's Name		
Applicant's Job Title		
Applicant's Phone Number		
Applicant's Email		
<b>Event Name</b> Give the name you use when promoting your event, as you wish it to appear in all publicity materials, on certificates, in presentations etc.		
Business Name and Address		
Promotional description		

<p>Provide a promotional description of your business.</p> <ul style="list-style-type: none"> <li>• Focus on its strengths and stand out features</li> <li>• Write your description with regard to this category</li> <li>• This wording will be used in PR and awards literature if you are short listed as a finalist</li> <li>• Wording provided is subject to edit</li> <li>• 120 word maximum</li> </ul>	
<p>Promotional images</p>	
<p>Provide up to three landscape high resolution photos.</p> <ul style="list-style-type: none"> <li>• Photos should relate to this category</li> <li>• Photos should not be edited in any way e.g. embedded text or logos, a collage</li> <li>• Only include photos that you own the copyright for</li> <li>• If the photo requires a credit e.g. photographer, please provide details</li> <li>• These photos will be used in PR and awards literature if you are short listed as a finalist</li> </ul>	

## Scored

- a. Please give a brief description of your event
  - Details of how the event concept was developed, history of the event and who is your target audience
- b. Please list any milestones for your event including evaluation methods, audited or estimated footfalls, awards won and/or ratings and accolades

c. Customer Service. How do you ensure your guests have an enjoyable and memorable visit

-eg. What is special about your customer service?

How has your customer feedback influenced how you look after your guests?

Have you noticed any industry trends that have influenced your offer?

Is there anything special you do to make them feel welcome?

d. What changes and enhancements have you made to your event to improve your visitors' experience within the last 2 years and what impact has this had

-eg. Demonstrate an increase in a number of visitors

How has the event progressed to appeal to new audiences?

Were improvements made as a result of customer feedback?

What steps are taken to ensure that the event is developing?

e. What innovative marketing have you done to attract new and repeat business in the last year and what was the result

-Give examples of promotional activities undertaken and what effect this has had.

Promotional activities/campaigns can use a range of mediums such as literature, websites, social media.

f. Have you made a significant and/or special contribution in the areas of Accessibility and/or Sustainability? If so, what prompted this action

-eg. What provision do you offer for guests/visitors with additional accessibility needs? Do you have any special sustainable practices/measures to account for environmental, social and economic factors?

g. How have you secured the long term viability of your event

-Can you demonstrate the event is sustainable?

Can you demonstrate potential future funding?

How have you broadened the reach of your event to attract visitors?

h. Sum up what makes your event unique and why you should win this award