



16 things you can do to get the most from your tourism award

Tourism businesses have told us that winning a Tourism Award can bring huge benefits in terms of morale, motivation and retention of staff, prestige, public perception and awareness, support from the bank manager etc but only if you SHOUT about it, when you are shortlisted as a finalist and when you win your award; then ongoing throughout the year (and longer).

It is worth taking a moment before you read on to think what you want to get from your award, what are your key messages and who will want to know.

Before the ceremony

1. Find out who the finalists are, details will be on the website, so you can share congratulations across social media
2. Prepare your press release/story so you just need to slot in what you have won and a quote (see below). Whichever award you win remember you have fought through amazingly tough competition to be one of the top few businesses in the county. Make sure you substantiate your success eg Jo and Jill Bloggs are celebrating today having won XX in the prestigious XXX Tourism Awards on XXX ...they faced competition from over XX other top businesses across XXX... judges praised them for XXXX. Include your quote: Jo says “We never expected to win, XXXXX” and a quote or reference from a third party (making sure you get these approved and in writing): “their mystery shopper report congratulated Jo and Jill for their achievement and especially for XXXXX” or Fred Bloggs, Anytown’s Mayor, says: “We are really proud of Jo and Jill for their XXXX”
3. Get contact details of all media, stakeholders you are going to send your story to
4. Book your place and add details of who you would like to sit with to your booking form - local businesses, friends etc – maybe invite your bank manager or key supporters along

On the night

1. You will be invited on stage to receive your award, an official photographer will take your picture and is available after the ceremony to take more, all you have to do is ask him. The images will be available the next morning via a link on the home page of the website
2. Ask someone on your table to film and photograph you on stage so you can use images on the night
3. We will be sharing all the results on the night on social media so make sure you are following us and sharing your success using the appropriate #.

The next day

1. Download your gold, silver or bronze logo from the resources section of the website and start using this on social media, website, email signatures, signage, print etc – even the side of vans!
2. Write a great headline and insert details about your win and judges’ quote into your press release and distribute it. Share your story with the media, friends, customers, suppliers, colleagues, local TIC or tourism officer, anyone that you come in to contact with etc. Send them an email, tweet, write them a letter and post it on your website and across social media. Services for Tourism and others will be issuing stories to the media (which will be posted on

the home page of the website, should you wish to use any of it) but this cover all the winners so you will need to send out your own story to achieve maximum coverage

3. You will be sent a certificate and will have an award to display, where can you put it for maximum exposure. You can photo these and share them on social media too
4. Celebrate within your business eg great excuse for a party and invite everyone that helped you win?

The next week

1. Monitor if your release has been used - Google Alerts can be useful for this
2. Ring journalists to ask if they have all the info they need
3. Think about how else you can promote your award in the future eg signage around your business, future print, publicity etc.
4. Opportunity to think about contacting editors about a feature/case study about you and your business for special interest or trade publications.

Ongoing

Keep shouting about your award, if you are a winner in a VisitEngland core category (note that some are merged eg Taste, Experience and Holiday Park, Camping and Glamping) your entry may be forwarded to the VisitEngland awards so you will have more opportunities for PR.

More help

Have a look at the resources section of the website for more help for your business and also do contact our sponsors who are all experts in the tourism industry.

The Awards Team – awards@services4tourism.co.uk