

Engaging with the best in Tourism from the South West 2026/27



Would you like:

- to engage with one of the most important industries in the South West
- a higher profile in the tourism and hospitality industry
- more quality customers
- free places at the South West's most prestigious tourism awards events
- access to a targeted audience - Cornwall, Bristol, Bath and Somerset, Dorset, Devon, Gloucestershire, or a combination - there is no limit
- promotion through our popular websites and social media
- networking opportunities with leading professionals/sponsors
- introductions to the best tourism and hospitality businesses in the South West?

Last year saw growth to 517 entries from top tourism businesses across the South West, including 146 from Cornwall and Scilly, 142 Devon, 126 from Bristol, Bath, Somerset and Gloucestershire and 105 from Dorset, the majority of them businesses that could benefit from your services.

Our new Websites saw 246,000 events, 96,000 views, 47,000 sessions and 32,000 users. Social media also saw growth with our Facebook account having 3,100 followers and 224,000 views, with our Instagram account growing to 4,070 followers and 157,000 views and our LinkedIn accounts growing to 7,900 and 840 followers for our personal account and awards accounts.

Benefits to you include:

- **YEAR-ROUND PROMOTION** – Starting with the launch in March/April and extending right through to the awards events in October to December 2026 and beyond.
- **FLEXIBLE APPROACH** – We will work with you to tailor your sponsor package to help you achieve your goals.
- **MORE IS LESS** – Sponsors wishing to be involved in more than one scheme can take advantage of special discounted rates.
- **PERSONAL SERVICE** – As awards supporters you can contact us at any time and be assured that we will work with you to help you achieve your goals.

About us ...

Our 'Outstanding' accreditation in the Awards Trust Mark scheme demonstrates the integrity of our processes and independence of judging.

2026/27 will see us building on our experiences and industry feedback from the last few years with:

- The launch of a new 'Innovative Employer' award recognising businesses investing in career opportunities for new groups, including students, apprentices and people with disabilities.
- Enhanced feedback to awards entrants, helping them hone their businesses
- Further opportunities for industry workshops at which sponsors and partners are welcome
- Awards and extra informal events with opportunities for networking

Eligible County winners in most categories will be nominated for the national [VisitEngland awards](#) in which entries from across the South West have excelled over recent years.

If you would like more business don't miss out and get in touch with us today.

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Services for Tourism

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SERVICES FOR TOURISM



Awards Sponsorship, Partnership and Supporter options

2026/27 Rate Card – Categories **'in red'** are already reserved, those in **'amber'** on hold. All figures plus VAT at prevailing rate. *Categories with asterisks link to the national VisitEngland Awards.

Scheme:	Dorset	Cornwall	Devon	Bristol, Bath, Somerset & Glos
Sponsor Option:				
Title sponsor	£4,980	£8,110	£8,110	£4,980
Winner of Winners	£2,680	£5,100	£5,100	£2,670
PEOPLE CATEGORIES				
Outstanding Contribution	£2,060	£2,800	£2,800	£2,060
Unsung Hero Award*	£2,060	£2,800	£2,800	£2,060
Visitor Information Superstars (CHANGED)	£1,520	£2,010	£2,010	£1,520
Innovative Employer Award (NEW)	£2,060	£2,800	£2,800	£2,060
CATEGORIES OPEN TO ENTRANTS FROM ALL SECTORS				
Access & Inclusivity Award*	£1,520	£2,010	£2,010	£1,520
Regenerative Tourism (was Ethical, Responsible & Sustainable Tourism) *	£2,060	£2,800	£2,800	£2,060
New Business Award*	£1,520	£2,010	£2,010	£1,520
International Tourism Award*	£1,520	£2,010	£2,010	£1,520
Dog Friendly	£1,520	£2,010	£2,010	£1,520
VENUE & EVENT CATEGORIES				
Wedding Venue Award	£1,520	£2,010	£2,010	£1,520
Business Events Venue Award*	£1,520	£2,010	£2,010	£1,520
Tourism Event & Festival	£1,520	£2,010	£2,010	£1,520
ATTRACTION & EXPERIENTIAL CATEGORIES				
Large Attraction (>75,000 visitors pa)*	£2,060	£2,800	£2,800	£2,060
Small Attraction (<75,000 visitors pa)*	£1,520	£2,010	£2,010	£1,520
Wellness & Spa experience*	£1,520	£2,010	£2,010	£1,520
Active & Learning Experience*	£1,520	£2,010	£2,010	£1,520
FOOD & DRINK CATEGORIES				
Restaurant & Casual Dining*	£2,060	£2,800	£2,800	£2,060
Café and Tearoom*	£1,760	£2,370	£2,370	£1,760
Pub*	£2,060	£2,800	£2,800	£2,060
ACCOMMODATION CATEGORIES				
Large Hotel*	£2,060	£2,800	£2,800	£2,060
Small Hotel*	£2,060	£2,800	£2,800	£2,060
B&B and Guesthouse*	£1,760	£2,370	£2,370	£1,760
Holiday Park & Village (Static & Chalet)*	£2,060	£2,800	£2,800	£2,060
Camping & Caravanning Park (Touring)*	£2,060	£2,800	£2,800	£2,060
Glamping*	£1,520	£2,010	£2,010	£1,520
Self Catering Accommodation*	£2,060	£2,800	£2,800	£2,060
CATEGORIES IN SOME SCHEMES ONLY				
Age Friendly (BBS)	NA			£1,820
Special	Special categories possible by arrangement – talk with us ASAP!			
Supplier sponsor - Wine, Beer, Coffee, Chocs, AV, etc	In kind – please talk to us if interested in being a supplier in kind			
Discounts across 2 or more schemes				
2 awards	12.50%			
3 awards	20%			
4 or more awards	By negotiation			

Scheme:	Dorset	Cornwall	Bristol, Bath, Somerset and Gloucestershire	Devon
HEADLINE SPONSORS – all of the following and more! Package customised to sponsor needs. Please talk to us!				
DIGITAL – YEAR ROUND				
Links and info on NEW Awards websites	Your logo, weblink and up to 100 words about you on the Sponsor section and other pages of the relevant awards website from April 2026 to March 2027. Also inclusion in 'Latest News' sections and social media posts covering your own campaigns, messages, events etc			
Website links	dorsettourismawards.org.uk	cornwalltourismawards.org.uk	somersettawards.org.uk	devontourismawards.org.uk
Latest Videos on Youtube	DORSET	CORNWALL	BBS	DEVON
2025 web stats				
● Users	7,249	12,666	5,244	6,781
● Sessions	10,851	18,531	7,630	10,376
● Views	19,696	33,117	23,830	19,237
● Events	53,573	90,480	49,697	52,562
Facebook, Instagram & LinkedIn	Facebook: facebook.com/swtourismawards (3,100 followers, 224,000 views) Instagram: instagram.com/swtourismawards (4,069 followers, 157,000 views) LinkedIn: linkedin.com/in/robinbarkeruk (7,862 followers) and https://www.linkedin.com/company/southwesttourismawards (829 followers)			
EVENTS				
Awards Events (tickets, networking and profile)	Marsham Court Hotel, Bournemouth – 22 Oct 2026	Truro Cathedral – 12 Nov 2026	Batch Country House, Weston – 26 Nov 2026	Crowne Plaza, Plymouth – 3 Dec 2026
Video and photos	Opportunity to be featured in event videos (broadcast on Youtube as well as websites) and photography			
Other gatherings	Invites to informal face-to-face events with finalists and sponsors, from Jan 2026 (Existing and new sponsors signing up promptly for '25 invited).			
AND..				
Trophies & Certificates	Sponsor Logo on certificates issued to all winners for display at their establishments and (where possible) on Trophies			
Sponsor Logo	Use of Awards Sponsor logo – for sponsor use in PR, social media, websites etc			
Access to entrants	Opportunity for messages to all entrants in all categories			
Access to finalists	Access to contact list of finalists across all categories (not just sponsored category)			
PR & Social Media	Inclusion in PR announcements of finalists and winners via Press Releases, Facebook, LinkedIn and Instagram			
Events and Webinars	Invitation to additional events – when possible – and the chance to co-host webinars and/or for us to help as speakers at your own events			
Exclusivity & no-competitor clauses	We aim to work with sponsors and supporters from diverse businesses to maximise opportunities for all and avoid direct competitors within the same scheme. Exclusivity can be secured on an individual basis subject to an additional exclusivity payment, details can be provided on request.			
New opportunities	First refusal on involvement in other initiatives (eg West Country Tourism Conference – westcountrytourismconference.org.uk)			
WE APPRECIATE THAT EVERY SPONSOR HAS DIFFERENT GOALS AND PREFERENCES - JUST TELL US WHAT YOU WANT TO ACHIEVE				