

Supporting,
Sponsoring and
Partnering Tourism
through the
TOURISM AWARDS



All about EXCELLENCE

- ✓ EXCELLENCE in Customer Service
- ✓ EXCELLENCE in Digital
- ✓ EXCELLENCE in Sustainability
- ✓ EXCELLENCE In Access and Inclusivity
- ✓ EXCELLENCE in Community
- ✓ EXCELLENCE in Employment



OUTSTANDING in AWARDS TRUSTMARK



In 2021 the Awards were awarded the 'Awards Trust Mark - Outstanding' standard and have retained it in 2022. The Trust Mark recognises that:

- Entry is **open to all** organisations within the region and stated sectors.
- Judging is in accordance with the **published process** following a comprehensive scoring matrix.
- All judges are **independent**.
- All judges are **trained** and retrained annually, with all signing NDAs.
- There is **no compulsion** that finalists must attend the presentation event.
- The programme timetable, costs, dates, T&Cs and processes are **clearly stated** on the websites.
- There are **no charges** for use of winner logos or promotion of a win.
- Winners will be offered **quotes** for press releases for free whenever they ask.
- Winners are **publicly declared** (website etc.) within 7 days of awards events.
- **Entry forms** can be viewed prior to entry.
- A **contact email and phone number** is provided for those wishing to ask questions prior to entering
- All entrants in business categories receive **free feedback** and suggestions for improvements

“The awards have always been a hugely valuable scheme to be involved with. Not only does winning awards boost staff morale but the constructive feedback from judges and mystery visitors helps us to improve the business year on year.

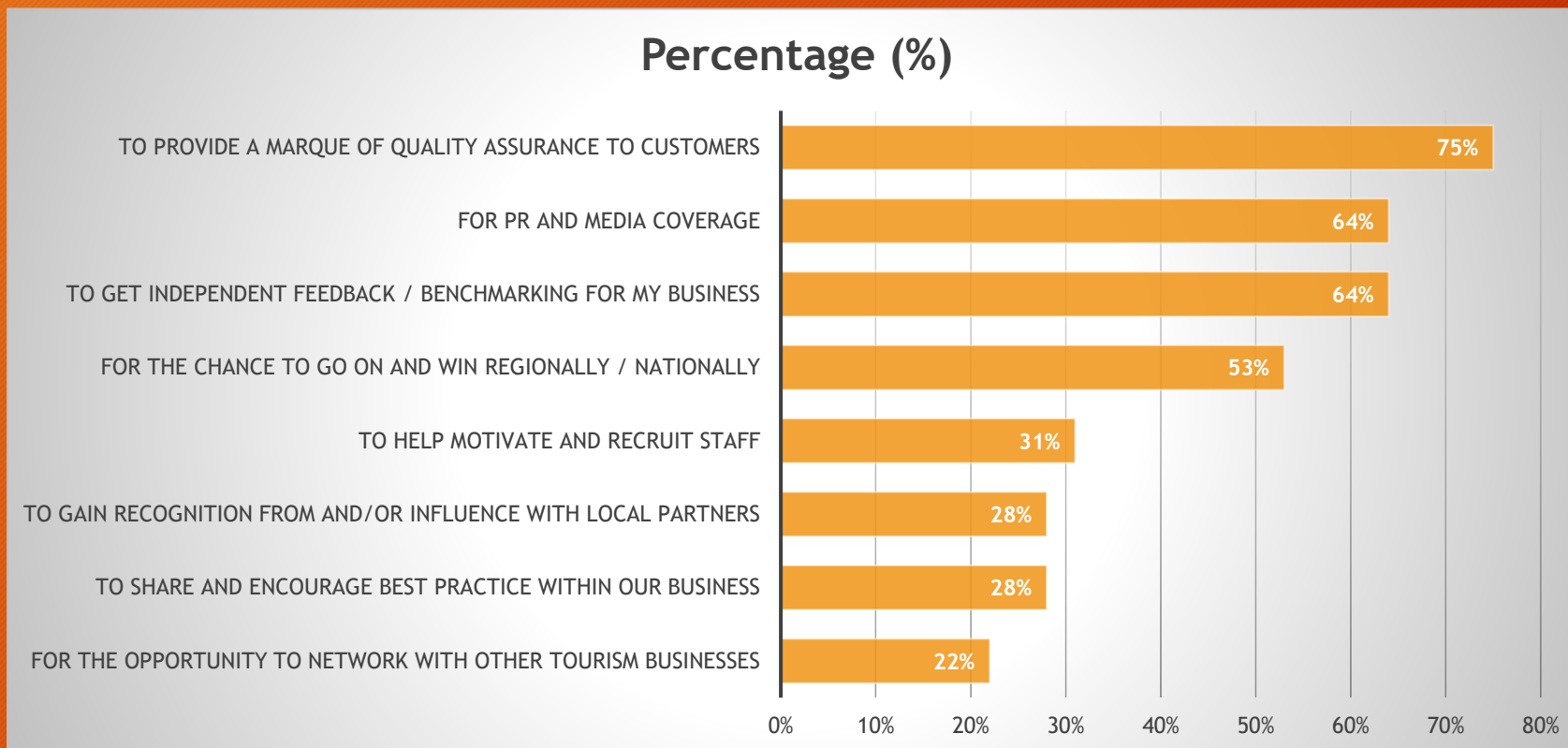
It is well worth putting the time and energy into the application process as it also helps us to reflect on what we are doing well and areas in which we can improve.”

A 2021/22 entrant

Why do businesses ENTER?



Each year we carry out a survey of entrants:



“I must say that the whole process is excellent. I have been in other awards and this is definitely the best by a long way. Not only are they extremely efficient and organised, they go beyond the expected with lots of very useful feedback which has made my business excel even more.

Being in these awards has boosted my business so much. I really can't recommend them enough.”

A 2021/22 entrant

What our SPONSORS and PARTNERS say

"We are huge fans of the Tourism Awards, we like to champion all of the hard work and all the special people that work in this industry"



"Vickery Holman have supported the Tourism Awards for many years and it's a great opportunity to celebrate the achievements of entrants and winners across the south west"

"The tourism awards gets us to know the businesses, the people and how best we can help them"



"Seeing how happy they are to win, it definitely gives everyone a boost & that in turn gives their businesses a boost & that's what we're all trying to do"

Why SPONSOR or PARTNER?



Profile and Contacts

- Year round - April to March
- Intros to other Sponsors / Partners
- Social media & PR
- Exclusive access to Finalists

Events and more

- Online 'meet the finalists'
- Awards events & networking
- Informal gatherings
- Conferences & Workshops

Giving Back & CSR

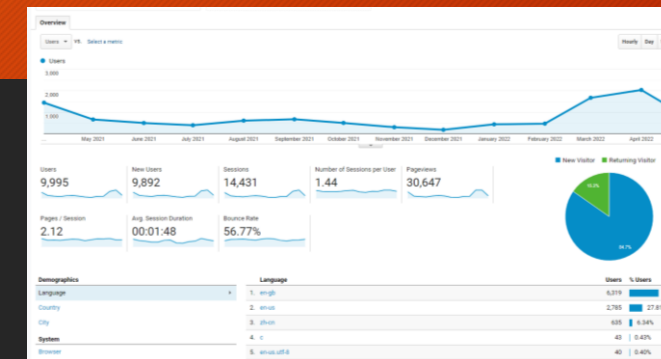
- Supporting a major UK industry
- Environment and Community
- Encouraging Sustainability
- Association with Excellence

YOUR OPTIONS



REGION:	SOUTH WEST					SOUTH & SOUTH EAST
	South West	Dorset	Cornwall	Devon	Bristol, Bath & Somerset	Beautiful South Awards
Title Sponsor	NA	£4,060	NA	NA	£4,060	£7,500
Category Sponsorship (Cafes, Pubs, Restaurants, Hotels, Self Catering, B&B, Parks, Glamping, Attractions, Spas, Activities, Venues, Visitor Info)	£1,580 - £2,510	£1,030 - £1,630	£1,380 - £2,170	£1,200 - £1,900	£1,030 - £1,900	£1,580 - £2,510
In kind sponsorship	AV, Trophies, Catering, Linen, Drinks, Entertainment - rates relate to value					
Discounts	12.5% to 20% if sponsoring multiple categories					
Special?	Want something different? A one-off award, a workshop opportunity, a business partner? Just talk to us					

DIGITAL opportunities



REGION	SOUTH WEST						SOUTH & SOUTH EAST
Channel	South West	Devon	Cornwall	Bristol, Bath & Somerset	Dorset		Beautiful South Awards
Website	southwesttourismawards.org.uk	devontourismawards.org.uk	cornwalltourismawards.org.uk	somersettourismawards.org.uk	dorsettourismawards.org.uk		beautifulsouthawards.co.uk
Annual Users / Page Views	7,800 22,900	5,500 16,600	8,600 27,000	4,500 17,000	5,800 18,000		7,400 27,500
Twitter and Followers	@SWTourismAwards 4,990	@DevonTourAward 1,300	@CornwallITA 1,800	@BBSTourismaward 1,200	@DorsetTourAwds 1, 700		@BSTourismAwards 1,200
Facebook	Facebook: facebook.com/swtourismawards (2,300+ followers reach)						facebook.com/BStourismawards (190 followers)
LinkedIn	LinkedIn: linkedin.com/in/robinbarkeruk (5,300+ followers)						
Instagram	Instagram: instagram.com/swtourismawards (2,500 followers)						instagram.com/beautifulsouthtourismawards (485 followers)
Latest News and email newsletters	The chance to broadcast your latest news or offers to entrants and a wider tourism audience via the 'Latest News' section on websites and/or entrant emails						

EVENTS 2023/24



	Devon	Cornwall	Bristol, Bath and Somerset	Dorset	South West	Beautiful South
Meet the Finalists events (Online – dates TBA)	Oct	Oct	Nov	Dec / Jan	Feb	Nov
Awards Events (tickets, networking and inclusion in AV)	Riviera Centre – Torquay - Thurs 16 Nov	Truro Cathedral - Thurs 23 Nov	The Bristol – Thurs 30 Nov	Weymouth Pavilion – Thurs 1 Feb	Exeter University – Thurs 14 Mar	The Grand Brighton – Tues 12 Dec
Video and photos	Opportunity to be featured in event videos and photography					
Spring/Summer Parties	Invites to informal face-to-face with finalists and sponsors					
Trophies and 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 via Services for Tourism					
Access to finalists	Access to contact list of finalists in all categories once announced					

Want to hear more? Watch our **VIDEOS**



Talk to us!

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