

Why do it?



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Awards for
Excellence 2007

GOLD WINNER

Why do it?

- Higher Wiscombe, East Devon
- 5* Gold/Green self catering
- Self Catering SW Winner 2006/7
- Auto-entry to Nationals
- National Winner 2007/8
- Our experience?



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Awards for
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GOLD WINNER

Why do it?

One off opportunity

(Probably)

Why do it?

- Process
- Participation
- Pedigree
- PR
- Prestige
- Premium

Why do it?

- Process

Business evaluation, look from outside

- Participation

Meet like minded businesses and peers

- Pedigree

Once a winner, always a winner

Why do it?

- PR (inc Social)

Unrivalled PR opportunity, someone independent says “best”

- Prestige

A winner amongst winners, one of the few

- Premium

Higher than average rates

Why do it?

- **Guests**

Previous guests love it, new guests are swayed by it

- **Staff**

Great for morale, recruitment, benchmarking

- **Press**

Simply more likely to write about you

Why do it?

- PR
 - Your opportunity
 - Don't rely on others
 - Social media
 - Don't be shy
 - It lasts (if you work it)
 - It's a "real" award
- Questions?

