

# 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 and 2023. 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

“We entered for the Tourism Awards hoping to get expert feedback on how we are doing. The whole experience has proved to be more valuable than we ever imagined. We have had extremely helpful feedback throughout the judging process and made some invaluable contacts along the way. The icing on the cake has to be winning Gold in Dorset and the Southwest. The whole process has been a positive experience from the start.....making the application really makes you assess what you and your business are about.”

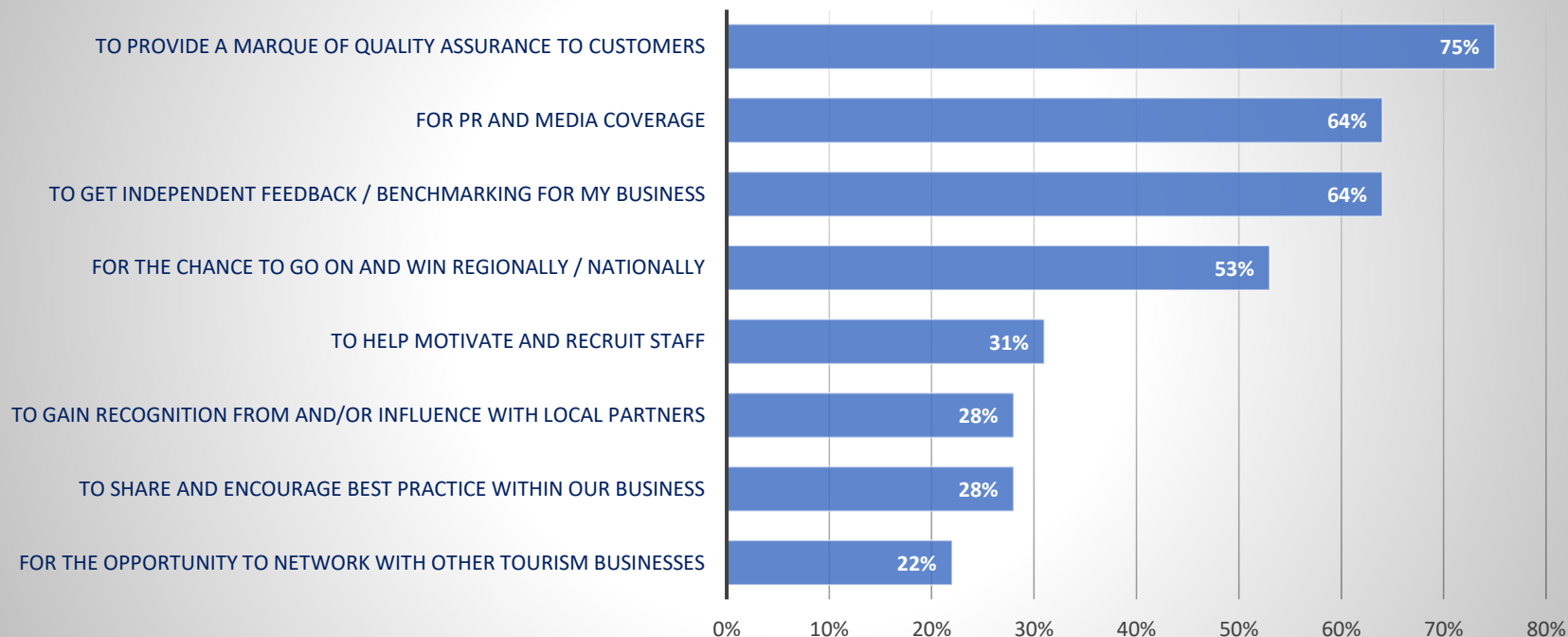
*A 2023 winner*

# Why do businesses ENTER?

**Each year we carry out a survey of entrants:**



Percentage (%)



“It’s an incredible and overwhelming feeling, to be marked against other top large attractions that work equally as hard to provide exceptional service for customers across the South West.

Since the awards, we have received an extraordinary amount of praise and love from our existing customers, as well as gaining new ones into the park.”

*A 2023 winner*



# 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

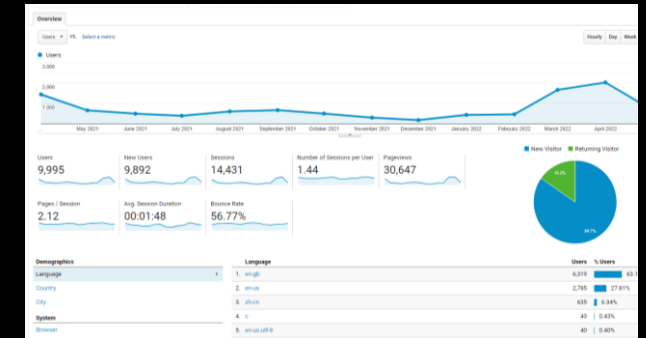
- Supporting a major UK industry
- Environment and Community
  - Encouraging Sustainability
- Association with Excellence

# YOUR OPTIONS



| REGION:   | SOUTH WEST   |                 |                 |                          |                 | SOUTH & SOUTH EAST     |
|---|--|-----------------|-----------------|--------------------------|-----------------|------------------------|
|   | South West   | Cornwall        | Devon           | Bristol, Bath & Somerset | Dorset          | Beautiful South Awards |
| Title Sponsor   | £10,800  | £7,000          | £7,000          | £4,300                   | £4,300          | £7,500                 |
| Category Sponsorship (Cafes, Pubs, Restaurants, Hotels, Self Catering, B&B, Parks, Glamping, Attractions, Spas, Activities, Venues, Visitor Info) | £1,650 - £2,600  | £1,450 - £2,300 | £1,450 - £2,300 | £1,100 - £1,700          | £1,100 - £1,700 | £1,650 - £2,600        |
| 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  | Cornwall  | Devon   | Bristol, Bath & Somerset  | Dorset  |  | Beautiful South Awards  |
| Website                           | <a href="https://southwesttourismawards.org.uk">southwesttourismawards.org.uk</a>   | <a href="https://cornwalltourismawards.org.uk">cornwalltourismawards.org.uk</a> | <a href="https://devontourismawards.org.uk">devontourismawards.org.uk</a> | <a href="https://somesettourismawards.org.uk">somesettourismawards.org.uk</a> | <a href="https://dorsettourismawards.org.uk">dorsettourismawards.org.uk</a> |  | <a href="https://beautifulsouthawards.co.uk">beautifulsouthawards.co.uk</a>   |
| Users Engagement / Page Views     | 15,300  | 11,800  | 14,800  | 9,100   | 9,400   |  | 15,700  |
|                                   | 23,600  | 18,200  | 22,200  | 42,000 (tbc)  | 13,900  |  | 27,500  |
| Twitter/X and Followers           | @SWTourismAwards  | @DevonTourAward   | @CornwallTA   | @BBSTourismaward  | @DorsetTourAwds   |  | @BSTourismAwards  |
|                                   | 5,002   | 1,848   | 1,374   | 1,181   | 1,746   |  | 1,160   |
| Facebook                          | Facebook: <a href="https://facebook.com/swtourismawards">facebook.com/swtourismawards</a> (2,500+ followers, 105,000 organic reach)                         |   |   |   |   |  | <a href="https://facebook.com/BStourismawards">facebook.com/BStourismawards</a> (272 followers)                         |
| LinkedIn                          | LinkedIn: <a href="https://linkedin.com/in/robinbarkeruk">linkedin.com/in/robinbarkeruk</a> (6,050 connections)   |   |   |   |   |  |   |
| Instagram                         | Instagram: <a href="https://instagram.com/swtourismawards">instagram.com/swtourismawards</a> (2,990 followers, 17,200 reach)                                |   |   |   |   |  | <a href="https://instagram.com/beautifulsouhtourismawards">instagram.com/beautifulsouhtourismawards</a> (653 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 2024/25



|  | Cornwall  | Devon                           | Bristol, Bath and Somerset | Dorset | South West                                     | Beautiful South                      |
|--|---|---------------------------------|----------------------------|--------|--|--------------------------------------|
| <b>Meet the Finalists events (Online – dates TBA)</b>          | Oct   | Oct                             | Nov                        | Jan    | Feb  | Nov/Dec                              |
| <b>Awards Events (tickets, networking and inclusion in AV)</b> | Truro Cathedral - Thurs 7 Nov   | Sandy Park, Exeter – 21 Nov TBC | TBA                        | TBA    | Crowne Plaza, Plymouth – 13 or 20 Mar 2025 TBC | The Grand Brighton – Thur 12 Dec TBC |
| <b>Video and photos</b>  | Opportunity to be featured in event videos and photography  |                                 |                            |        |  |                                      |
| <b>Spring/Summer Parties</b>                                   | Invites to informal face-to-face with finalists and sponsors  |                                 |                            |        |  |                                      |
| <b>Trophies and Certificates</b>                               | Sponsor Logo on certificates issued to all winners for display at their establishments and (where possible) on Trophies |                                 |                            |        |  |                                      |
| <b>Sponsor Logo</b>  | Use of Awards Sponsor logo – for sponsor use in PR, social media, websites etc  |                                 |                            |        |  |                                      |
| <b>Access to entrants</b>                                      | Opportunity for messages to all entrants via Services for Tourism   |                                 |                            |        |  |                                      |
| <b>Access to finalists</b>                                     | Access to contact list of finalists in all categories once announced  |                                 |                            |        |  |                                      |

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



Talk to us!

Robin Barker

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SERVICES FOR TOURISM