



BEST ADVENTURE/ACTIVITY OPERATOR

Who can enter?

This Award is open to Adventure/Activity Operators who offer quality action for visitors on land, air and/or water.

Shortlisted entries will demonstrate exceptional customer care and commitment to excellence in quality including the following areas:

- High standard of facilities and general information
- High standards of customer service: Customers should experience outstanding levels of service throughout their visit. Problems should be dealt with effectively and to the customer's satisfaction. Methods of collecting customer feedback such as surveys could be considered
- High standard of interpretation and presentation. Where appropriate the judges will be looking for information that is presented in an innovative way and pitched at the correct level for its audience
- Investment in staff training and development. Judges will be looking for staff attendance on Welcome to Excellence and other recognised training course or awards for good practice eg Investors in People. They will also be looking for clear examples of how training has been put into practice and how it has improved services for customers. Investment in training and development must have taken place within the last two years. Investment is defined as investment of money and/or time

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- Attracting more users. The judges will be looking for initiatives and fresh marketing ideas that have brought in new or repeat users. Information should be included on the success of these initiatives
- Provision for disabled guests. Adventure/activity operators should clearly demonstrate a commitment towards catering for guests with disabilities. Judges will look at how the adventure/activity caters for people with either mobility or sensory impairments, what information is provided for the users and in what format
- Care for the environment. To be sustainable an adventure/activity operator must demonstrate a commitment to the environment. Examples include using sustainable materials and recycling, co-ordinating transport and employing local people etc
- Use of Welsh. The provision of bilingual services is not a prerequisite but businesses are increasingly using the Welsh language to enhance their products and services. Using Welsh demonstrates clearly that you are proud to be doing business on Anglesey and that you respect the culture and the community.

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ENTRY FORM

1. How long have you been in business at this location? Please state the number of years and months
2. Give a brief history of your adventure/activity operation including accreditation details (maximum 100 words)
3. How many people used your operation during the last 12 month period and what was the % of repeat visitors?
4. List your target markets eg families, specific age groups and the target areas eg North West, Yorkshire (max 50 words)
5. Explain briefly your marketing campaign and how you attract new and/or repeat business. Entries should demonstrate excellence in the following areas:
 - Identification of special target markets
 - Targets set within the marketing programme
 - Methods used to achieve these targets – including innovative ideas and their implementation
 - Extent to which these targets have been met to date
 - Monitoring methods used to measure success
 - Examples of success/results – including coverage, case studies, DVDs etc
 - How the website fits into and contributes towards the implementation of both business and marketing plans and its success over non-electronic forms of promotion/sales etc.
6. List the specific improvements that you have made to your operation to enhance your visitors' experience. These improvements should have been made no more than two years ago (max 100 words)
7. What impact did this have on your business? For example, increase in business, customer satisfaction etc (max 50 words)

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8. What investment has been made (in time and/or money) in staff training and development? This investment must have been made no more than 2 years ago. How has this improved the experience of visitors to your operation? Please demonstrate excellence in the following areas:
- An innovative approach to training
Showing how new methods of training and staff development have been introduced to benefit the business, staff and customers
 - Investment in training
Staff should have gone through recognised training courses such as Welcome to Excellence customer care training
 - Customer care
Judges will be looking to see how the training used has led to a real improvement in service standards and customer care to all guests. Evidence should be provided of customer satisfaction
 - Staff morale
Judges will be looking for evidence of training leading to improved motivation, development of team spirit, better staff retention and increased levels of job satisfaction
9. How do you cater for guests with all types of disabilities? Have any of your staff attended “Welcome All” or its equivalent in order to increase disability awareness?
10. Give specific examples of how your organisation cares for;
- a. The environment, eg recycling
 - b. The local community
 - c. The local economy eg purchasing local goods and services etc
11. Describe your bilingual provision in the following areas:
- Standard mark of business eg name/title of business, signage etc
 - Advertising and communication material
 - Oral Welsh
 - Please also tell us how important you feel it is to use the Welsh language for the business’ benefit and if you would like to make more use of Welsh and would like us to arrange for information to be sent to you
 - Please let us know if you offer visitors an alternative Welsh experience

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