



## BEST CARAVAN/CAMPING SITE

This Award acknowledges the huge importance of caravan holiday parks and camping sites to Anglesey tourism. Special attention will be paid to the provision of new and/or innovative facilities.

### **Who can enter?**

All caravan/camping sites.

- **Commitment to excellence:**

Customer Care – should be paramount and include all or some of the following:

- Commitment to customer care could be demonstrated by operators/staff having undergone a programme of customer care training such as Welcome to Excellence
- Brochure produced to professional standard with detailed, accurate and clear information.
- There should be a general feeling of welcome, helpfulness and efficiency
- Assistance should be given to customers to find their pitch/caravan holiday home
- Comprehensive tourist information which may include maps, local interest guides and personal recommendations for shops, attractions and places to eat

Accommodation – where accommodation is provided operators should be able to demonstrate a commitment to maintaining quality levels through on-going investment.

*Please read the Application Guidance Notes and Frequently Asked Questions before completing your entry. Please complete your entry in English only.*

- **Attracting new business:**

The judges will be looking for initiatives and fresh ideas, which have brought in more business. Information should be included on the success of these initiatives

- **Accessibility:**

Caravan Parks/camping sites should clearly demonstrate a commitment towards catering for guests with disabilities. Judges will look at how the facilities cater for people with either mobility or sensory impairments, what information is provided for these guests and in what format. Consideration should be given to Access Statements and Access action plans.

- **Care for the environment:**

Operators must demonstrate an awareness of their environment. Judges will be looking for examples of action which could include using sustainable materials, energy/water saving initiatives, recycling, reducing packaging, promoting local events, forging links with community groups and using local produce (where appropriate) or employing local people. There are several sustainable business schemes in operation and participation in one of these would be seen in a favourable light.

- **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.

*Please read the Application Guidance Notes and Frequently Asked Questions before completing your entry. Please complete your entry in English only.*

# CARAVAN HOLIDAY PARK/CAMPING SITE ENTRY FORM

1. How long have you been in business at this location? (years and months)
2. Give a brief history of your caravan holiday park/camping site including number of static caravans, number of pitches for mobile caravans and tents (maximum 100 words)
3. What was the occupancy for the last year?
  - a. Total occupancy for the year \_\_\_\_\_ %
  - b. Total occupancy for the year of statics \_\_\_\_\_ %
  - c. Total occupancy for the year of mobile caravans \_\_\_\_\_ %
  - d. Total occupancy for the year of tents \_\_\_\_\_ %
  - e. What percentage was repeat business;  
Statics \_\_\_\_\_ % mobile caravans \_\_\_\_\_ % tents \_\_\_\_\_ %
  - f. Total occupancy during high season (April-September) \_\_\_\_\_ %
  - g. Total occupancy during low season \_\_\_\_\_ %
4. List your target markets eg families, specific age groups and 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.

*Please read the Application Guidance Notes and Frequently Asked Questions before completing your entry. Please complete your entry in English only.*

6. List the specific improvements that you have made to your business 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)
8. Describe briefly how you deal with customer care, including enquiries, arrivals, the stay itself and complaints. Give examples (max 100 words)
9. 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 services provided to guests? 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
10. Are any of your caravans or facilities designed for the disabled? Give a brief description. If not, how would you cope with a disabled guest? Have any employees attended "Welcome All" training or its equivalent?
11. Give specific examples of how your organisation cares for;
  - a. The environment eg recycling
  - b. The local community eg forging links with local community groups
  - c. The local economy eg purchasing local goods and services

*Please read the Application Guidance Notes and Frequently Asked Questions before completing your entry. Please complete your entry in English only.*

12. 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

*Please read the Application Guidance Notes and Frequently Asked Questions before completing your entry. Please complete your entry in English only.*