



## BEST HOTEL OF THE YEAR

This Award is aimed at all hotels. Two Awards will be made in this category – Small Hotel and Large Hotel of the Year

### **Who can enter?**

All hotels. *The emphasis is on quality – the size of the hotel is less important than impeccable standards of accommodation and service.* Small hotels can have up to 12 bedrooms while large hotels must have a minimum of 12 bedrooms.

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

#### **1. Commitment to excellence:**

This includes investment in money and time, to improve facilities and customer care. Investment must have been made in the last two years.

The judges are more interested in the quality, customer care and service.

Accommodation – should be the highest level of quality and operators should be able to demonstrate a commitment to maintaining this 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.*

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

- Commitment to Customer care should be demonstrated by staff having undergone a programme of customer care training such as Welcome to Excellence. Judges will be looking for clear evidence that customer care and service standards are of a high quality through guest comments, letters etc.
- Technical and social skills of a very good standard, anticipating and responding to guests needs and requests.
- Comprehensive tourist information which may include maps, local interest guides and personal recommendations for shops and attractions etc.

Meals – the dining experience is a major part of the guest's stay and as such should be reflective of the overall quality of the establishment.

- All meals prepared with a high level of technical skill and flair using fresh, local, regional and season produce, cooked and served at the correct temperature.
- Unobtrusive polite and courteous staff providing the highest standard of customer care.

## **2. Accessibility:**

You should clearly demonstrate a commitment towards catering for customers with disabilities. The judges will look at provision to provide information and facilities catering for people with either mobility or sensory impairments, what information is provided for these customers and in what format.

## **3. Innovative Marketing:**

The judges will be looking for initiatives and fresh ideas in the last year, which have brought in new or repeat business.

## **4. Care for the environment, the local community and the local economy:**

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 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.

## **5. 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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# HOTEL OF THE YEAR

## ENTRY FORM

1. How long have you been in business at this location? (years & months)
2. Give a brief history of your hotel (maximum 100 words)
3. Number of bedrooms?
4. Room occupancy for the last 12 months?
  - a. Total occupancy for year \_\_\_\_\_ %
  - b. What percentage was repeat business \_\_\_\_\_ %
  - c. Occupancy during high season \_\_\_\_\_ %
  - d. Occupancy during low season \_\_\_\_\_ %
5. List your target markets, eg families, specific age groups and target areas eg North West, Yorkshire (max 50 words)
6. 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.
7. 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)

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8. What impact did this have on your business? For example, increase in business, customer satisfaction etc (max 50 words)
9. Describe briefly how you deal with customer care, including enquiries, arrivals, the stay itself and complaints. Give examples (max 100 words)
10. 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
11. Are any rooms or facilities designed for the disabled? Give a brief description. If not, how would you cope with a disabled guest? How many employees attended “Welcome All” training or its equivalent?
12. 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
13. 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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