



BEST VISITOR ATTRACTION

The Award will be judged on the overall quality of the experience and the attraction's ability to leave the visitor with a wonderful memory of a great day out.

Who can enter?

This category covers visitor attractions of all kinds, including museums, historic houses and leisure operators. Shortlisted entries will demonstrate innovation and improvement in some or all of the following areas:

- High standard of facilities and general information: For example seating, signage, catering and toilets
- 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 exit 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 courses 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.

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

- Attracting more visitors: The judges will be looking for initiatives and fresh ideas that have brought in new or repeat visitors. Information should be included on the success of these initiatives
- Provision for disabled guests: Visitor Attractions 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.
- Care for the environment: To be sustainable a project or destination must demonstrate a commitment to undertake action in two or more of the above three areas. Examples of action include using sustainable materials and recycling, visitor payback schemes, reducing packaging, promoting local events, forging links with community groups, using local produce, co-ordinating public transport initiatives, employing local people etc
- 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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VISITOR ATTRACTION OF THE YEAR

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 visitor attraction (maximum 100 words)
3. Please detail the opening times throughout the year?
4. How many people visited your attraction during the last 12 month period?
5. List your target markets eg families, specific age groups and the 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)
8. What impact did this have on your business? For example, increase in business, customer satisfaction etc (max 50 words)

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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 visitors? 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. 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?

11. Give specific examples of how your organisation cares for;

- a. The environment, eg recycling, operating visitor payback schemes
- b. The local community eg promoting local events etc
- c. The local economy eg purchasing local goods and services etc

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