

Best Customer Experience in Tourism & Hospitality

This award recognises organisations that consistently deliver a high-quality, well-managed and memorable experience for guests, from first contact through to departure.

Submissions should be no more than 2000 words in total, including a 250-word summary. Supporting materials may be included where relevant.

Overview (250 words max)	Briefly describe your business, what you offer, and the type of guest experience you aim to deliver.
Your Guest Profile & Business Model	Who are your typical guests (e.g. leisure, business, domestic, international)? How does your business operate day to day (e.g. hotel, attraction, venue, tour operator), and what does that mean for how you deliver service?
Managing the Guest Experience	Explain how you manage the guest experience across the full journey, including: <ul style="list-style-type: none">• Booking or enquiry handling• Arrival and first impressions• Service delivery during the visit or stay• Staff interaction and service standards• Departure and follow-up Focus on how this is managed and delivered consistently, especially during busy periods.
Improvements Made	What have you introduced or changed in the past 12 months that has improved the guest experience? Focus on changes that made a noticeable difference.
Results & Feedback	What impact have these changes had? Include evidence where possible, such as reviews, repeat visits, feedback or performance improvements.

Scoring (100 Points Total)

- Guests & Operating Environment: 15
- Managing the Experience: 30
- Improvements Made: 20
- Results & Feedback: 35

Tips for a Successful Entry

- Answer each section clearly using the headings provided. Marks will be based on the evidence you include.
- Focus on what you did and the results it delivered. Include data where possible.
- **Only the first 2000 words of your entry will be assessed.**
- There is a 10MB limit per file for supporting documents. Contact the awards team if needed.