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KENT Tourism Awards

Are you delivering exceptional customer experience?
Enter the Visit Kent Tourism Awards before the **17th
May** and shout about what makes your business
great!

BIGGER & BETTER

14 categories

Feedback on all completed applications

Mystery Shopping visit for all finalists

Winners automatically go through the VisitEngland national awards

The categories cover accommodation, attractions, pubs and food businesses, so there's something for everyone. You can even enter more than one if you are eligible!

Entering the awards will not only reward employees for creating compelling visitor experiences and adopting best practice, but shortlisted businesses will also benefit from a mystery shopping visit.

WHY ENTER?

- It's free! There is no entry fee for tourism businesses located in Kent
- Award-winning businesses can attract high-quality staff and help increase staff motivation, loyalty and commitment
- Simply entering the awards is a win-win situation. Completing an application is an excellent management tool and helps businesses focus on key aspects of managing the business and how they can develop and improve in the future- remember that all entrant will receive valuable feedback from the judges.
- Be recognised as an outstanding tourism operator and raise your business profile and reputation
- Receive judges' feedback on your entry and business practices
- Media exposure for finalists and winners targeting trade and

consumer media

- Reach Visit Kent consumers and trades contacts with newsletters featuring finalists and winners
- Social media promotion of the finalists and winners
- Automatic entry to the VisitEngland Awards for Excellence for the winners

HOW TO ENTER?

To enter one of the following categories, you simply need to complete one of the short online entry forms by clicking the links below by midnight on the **17th May 2020**.

You can even enter more than one category provided if you meet the eligibility criteria for each award.

HINTS AND TIPS FOR YOUR APPLICATION

CATEGORIES

B&B and Guest House of the Year

Small Hotel of the Year

Large Hotel of the Year

Camping, Glamping Holiday Park and Self Catering
Accommodation of the Year

Small Visitor Attraction of the Year

Large Visitor Attraction of the Year

Pub of the Year

Experience of the Year

New Tourism Business Award

Taste of Kent Award

Unsung Hero Award

Business Events Venue of the Year

International Tourism Award

Ethical, Responsible and Sustainable Tourism Award

ENTER HERE, GOOD LUCK!

JUDGING

The judging will be based on the online entry form, your website

(viewed on a desktop, mobile and tablet) and any other online presence that you might have, including social media. The judges will also look at your online customer reviews and interaction with your customers

Please remember that judges might not know your business personally and will be shortlisted based exclusively on the materials you provide in your application. It is important therefore, that your entry is clearly presented and easy to read, addresses the judging criteria, looks professional and conveys what it is that makes your business really special.

[FAQ](#)

[T&Cs](#)

Tourism support and advice

To discuss how you can work more closely with Visit Kent, please [contact us](#).

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