

Visitor Attraction of the Year

Award Overview

This award covers all visitor attractions, including those offering pre-booked tickets, museums, theme parks, historic houses and castles, animal attractions etc. It also recognises the huge commitment that the business has shown to the industry and to showcase their product/service offer to help raise standards across the whole industry.

Main judging criteria

Attractions will be judged on the overall quality of the experience they provide.

Evidence Requirements

May include any of the following:

- National Accreditation or any Code of Good Practice Schemes.
- Trip Advisor Positive reviews.
- The attraction is capable of attracting day visitors, tourists and local residents.
- Customer service - ensuring that your visitors have an enjoyable and memorable visit.
- Access for all.
- Produce and merchandise is locally produced.
- Innovative marketing to attract new and repeat business and what was the result.
- Innovative social media
- Changes made to the business to improve visitors' experience within the last 3 years.
- Previous awards or distinctions won.
- 'Green'/ environmentally friendly credentials.
- Visitor numbers.
- Demonstration that the business performance is sustainable in the long term.