

Accommodation Provider of the Year Award



Award Overview

Quality accommodation is a critical part of the visitor experience in East Lindsey. This Award will celebrate the outstanding contribution accommodation providers make to the economy of the District and will recognise those businesses that provide guests with an unforgettable experience.

The Award is open to all accommodation businesses: self-catering, guest houses and hotels. The Judges will assess different types of accommodation appropriately and will take into account the varied accommodation offers and choose those that represent the best in their field.

Main judging criteria

- Customer satisfaction including links to any social media/website/TripAdvisor comments
- Occupancy rate averaged throughout the year
- Improvements made in the last year to enhance customer experience
- Innovations in marketing strategy/plan/actions
- Accessibility and green credentials

Relevant evidence to support nomination:

- Quality assurance ratings (for example, Visit England or AA star rating, Green Tourism, Rest Assured, Breakfast Awards, Exceptional Quality, etc.)
- Reviews from TripAdvisor and social media
- Testimonials from customers
- List of improvements made to service or product offer and future developments plans (for example, building maintenance, Furnishings update, Décor update)
- Evidence of innovative plans to improve marketing offer (website and other social media presence)
- Policy on Access for All and any actions resulting from it
- Environmentally-friendly provisions
- Financial records to show business sustainability

The evidence list above is not exhaustive. Businesses are encouraged to send any other documents which will help support their nomination, please don't submit any third party personal details.