

Supporting, Sponsoring and Partnering Tourism through the TOURISM AWARDS



All about EXCELLENCE

- ✓ EXCELLENCE in Customer Service
- ✓ EXCELLENCE in Digital
- ✓ EXCELLENCE in Sustainability
- ✓ EXCELLENCE In Access and Inclusivity
- ✓ EXCELLENCE in Community
- ✓ EXCELLENCE in Employment



OUTSTANDING in AWARDS TRUSTMARK



In 2021 the Awards were awarded the ‘Awards Trust Mark – Outstanding’ standard and have retained it in 2022 and 2023. The Trust Mark recognises that:

- Entry is **open to all** organisations within the region and stated sectors.
- Judging is in accordance with the **published process** following a comprehensive scoring matrix.
- All judges are **independent**.
- All judges are **trained** and retrained annually, with all signing NDAs.
- There is **no compulsion** that finalists must attend the presentation event.
- The programme timetable, costs, dates, T&Cs and processes are **clearly stated** on the websites.
- There are **no charges** for use of winner logos or promotion of a win.
- Winners will be offered **quotes** for press releases for free whenever they ask.
- Winners are **publicly declared** (website etc.) within 7 days of awards events.
- **Entry forms** can be viewed prior to entry.
- A **contact email and phone number** is provided for those wishing to ask questions prior to entering
- All entrants in business categories receive **free feedback** and suggestions for improvements

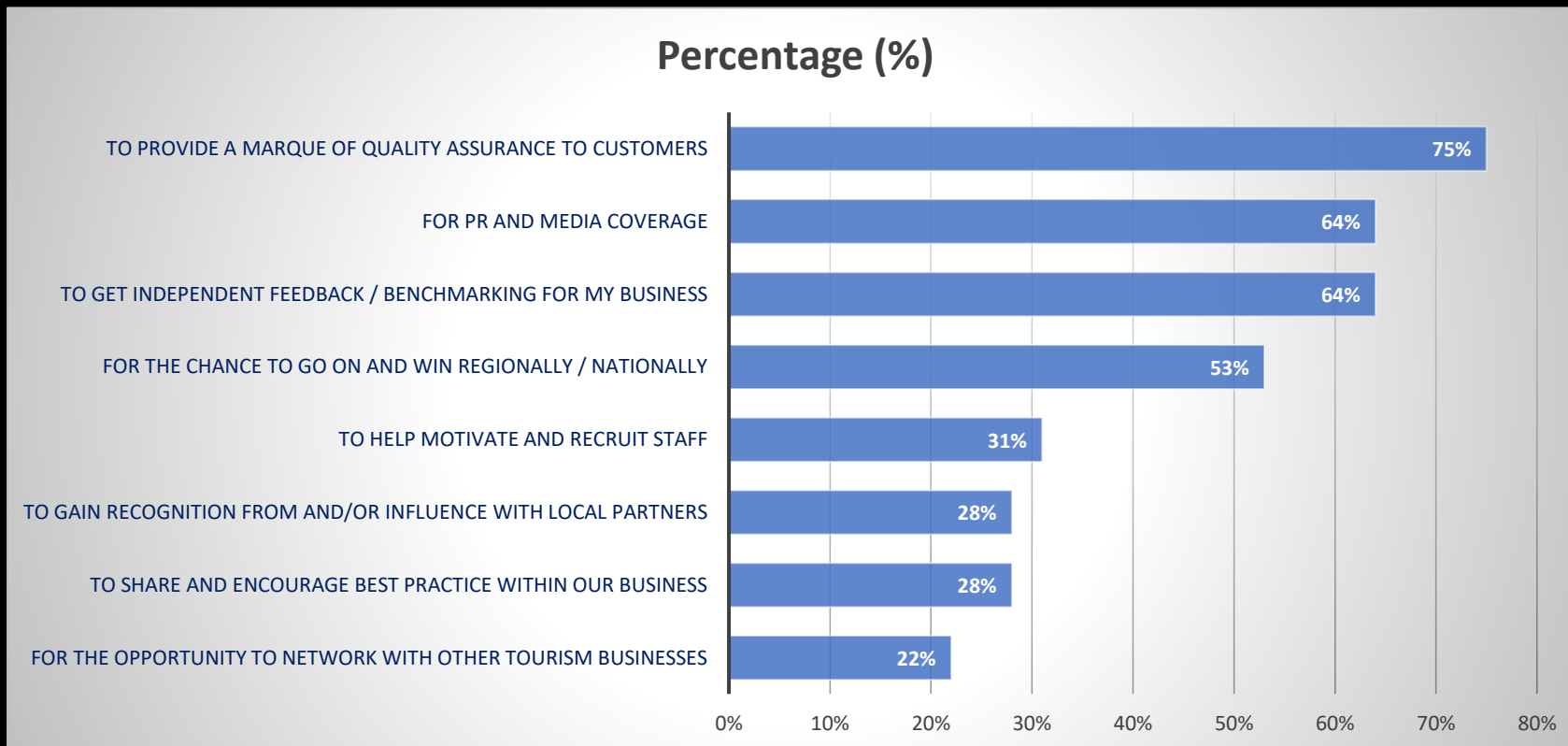
“We entered for the Tourism Awards hoping to get expert feedback on how we are doing. The whole experience has proved to be more valuable than we ever imagined. We have had extremely helpful feedback throughout the judging process and made some invaluable contacts along the way. The icing on the cake has to be winning Gold in Dorset and the Southwest. The whole process has been a positive experience from the start.....making the application really makes you assess what you and your business are about.”

A 2023 winner

Why do businesses ENTER?



Each year we carry out a survey of entrants:



“It’s an incredible and overwhelming feeling, to be marked against other top large attractions that work equally as hard to provide exceptional service for customers across the South West.

Since the awards, we have received an extraordinary amount of praise and love from our existing customers, as well as gaining new ones into the park.”

A 2023 winner

What our SPONSORS and PARTNERS say

“We are huge fans of the Tourism Awards, we like to champion all of the hard work and all the special people that work in this industry”



“Vickery Holman have supported the Tourism Awards for many years and it’s a great opportunity to celebrate the achievements of entrants and winners across the south west”

“The tourism awards gets us to know the businesses, the people and how best we can help them”



“Seeing how happy they are to win, it definitely gives everyone a boost & that in turn gives their businesses a boost & that’s what we’re all trying to do”

Why SPONSOR or PARTNER?



Profile and Contacts

- Year round – April to March
- Intros to other Sponsors / Partners
 - Social media & PR
- Exclusive access to Finalists



Events and more

- Online 'meet the finalists'
- Awards events & networking
 - Informal gatherings
- Conferences & Workshops



Giving Back & CSR

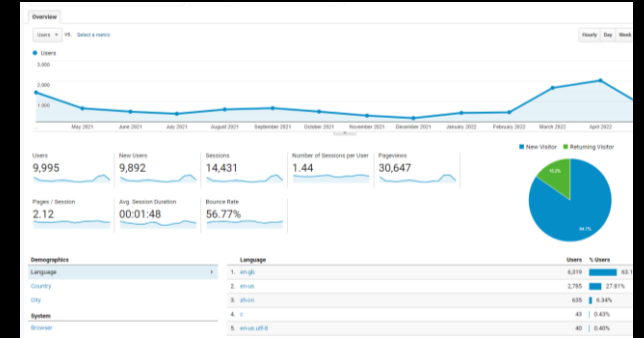
- Supporting a major UK industry
- Environment and Community
 - Encouraging Sustainability
- Association with Excellence

YOUR OPTIONS



REGION:	SOUTH WEST				SOUTH & SOUTH EAST
	Cornwall	Devon	Bristol, Bath & Somerset	Dorset	Beautiful South Awards
Title Sponsor	£7,000	£7,000	£4,300	£4,300	£7,500
Category Sponsorship (Cafes, Pubs, Restaurants, Hotels, Self Catering, B&B, Parks, Glamping, Attractions, Spas, Activities, Venues, Visitor Info)	£1,450 - £2,300	£1,450 - £2,300	£1,100 - £1,700	£1,100 - £1,700	£1,650 - £2,600
In kind sponsorship	AV, Trophies, Catering, Linen, Drinks, Entertainment – rates relate to value				
Discounts	12.5% to 20% if sponsoring multiple categories				
Special?	Want something different? A one-off award, a workshop opportunity, a business partner? Just talk to us				

DIGITAL opportunities



REGION	SOUTH WEST					SOUTH & SOUTH EAST
Channel	South West	Cornwall	Devon	Bristol, Bath & Somerset	Dorset	Beautiful South Awards
Website	southwesttourismawards.org.uk	cornwalltourismawards.org.uk	devontourismawards.org.uk	somesettourismawards.org.uk	dorsettourismawards.org.uk	beautifulsouthawards.co.uk
Users Engagement / Page Views	15,300	11,800	14,800	9,100	9,400	15,700
	23,600	18,200	22,200	42,000 (tbc)	13,900	27,500
Twitter/X and Followers	@SWTourismAwards	@DevonTourAward	@CornwallTA	@BBSTourismaward	@DorsetTourAwds	@BSTourismAwards
	5,002	1,848	1,374	1,181	1,746	1,160
Facebook	Facebook: facebook.com/swtourismawards (2,500+ followers, 105,000 organic reach)					facebook.com/BStourismawards (272 followers)
LinkedIn	LinkedIn: linkedin.com/in/robinbarkeruk (6,050 connections)					
Instagram	Instagram: instagram.com/swtourismawards (2,990 followers, 17,200 reach)					instagram.com/beautifulsouhtourismawards (653 followers)
Latest News and email newsletters	The chance to broadcast your latest news or offers to entrants and a wider tourism audience via the 'Latest News' section on websites and/or entrant emails					

EVENTS 2024/25



	Cornwall	Devon	Bristol, Bath and Somerset	Dorset	Beautiful South
Meet the Finalists events (Online – dates TBA)	Oct	Oct	Nov	Jan	Nov/Dec
Awards Events (tickets, networking and inclusion in AV)	Truro Cathedral - Thurs 7 Nov	Crowne Plaza, Plymouth OR Sandy Park, Exeter – 21 Nov TBC	Batch Country House, Lympsham – 5 December	Marsham Court Hotel, Bournemouth – 6 Feb 25	The Grand Brighton – Thur 10 Dec
Video and photos	Opportunity to be featured in event videos and photography				
Spring/Summer Parties	Invites to informal face-to-face with finalists and sponsors				
Trophies and Certificates	Sponsor Logo on certificates issued to all winners for display at their establishments and (where possible) on Trophies				
Sponsor Logo	Use of Awards Sponsor logo – for sponsor use in PR, social media, websites etc				
Access to entrants	Opportunity for messages to all entrants via Services for Tourism				
Access to finalists	Access to contact list of finalists in all categories once announced				

Want to hear more? Watch our **VIDEOS**



Talk to us!

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