

### **Lasting Impression Award**

(Ultimate Tourism Experience of the Year)

#### **Eligibility criteria:**

- The business will be located in Hertfordshire
- This category includes all exceptional tourism experiences including events, festivals, shopping destinations and art and culture
- The business should be capable of attracting day visitors, tourists and local residents
- Shopping experiences include dedicated retail centres or destinations which provide a multi-faceted visitor experience (Individual or high street shops are not eligible to apply)
- Individual theatre performances are not eligible to apply

Please send your completed forms to [VHawards17@visitherts.co.uk](mailto:VHawards17@visitherts.co.uk) by 5pm on 8<sup>th</sup> September 2017.

Please try to answer all questions as fully as possible, but within the word limit. At the end of each question you may include web links, if you have them, to support your answer. These can be in addition to the word count.

**PLEASE SAVE THIS FORM ON YOUR DEVICE BEFORE FILLING IT IN TO AVOID LOSING YOUR ANSWERS.**

**Please give details of the person we should contact with regard to this entry. The email given here will be the email address we will use for all future correspondence.**

Business name: (that may be used in future publicity)	
Type of business:	
Contact Name:	
Job title/ role:	
Address:	
Telephone number:	
Mobile:	
Email (for us to contact):	
Website:	
Details of any other websites you would like us to look at regarding your entry, including social media (e.g. Twitter, Facebook, Instagram etc.):	

**1. How do you ensure that your visitors have an enjoyable and memorable experience?**

**For example:**

- What is special about your customer service?
- How has your customer feedback influenced how you look after your visitors?
- How do you help your staff to develop their customer service skills?

**Maximum 250 words**

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**2. What changes have you made to your business to improve the experience for your visitors within the past 2 years?**

**For example:**

- This could include new facilities or new experiences introduced.
- What prompted these improvements?
- How have these improvements been received by your visitors?

**Maximum 250 words**

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<b>3. How do you use innovative marketing techniques to sell your unique experience?</b>
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<b>For example:</b>
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| <ul style="list-style-type: none"><li>○ Examples of innovative promotional campaigns you have run</li><li>○ Innovative use of social media</li><li>○ How do you encourage repeat business?</li></ul> |
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<b>Maximum 250 words</b>
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<b>4. How does your business provide a Hertfordshire experience for visitors?</b>
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<b>For example:</b>
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| <ul style="list-style-type: none"><li>○ How do you showcase/interpret Hertfordshire?</li><li>○ Examples of any links you might have with other Hertfordshire businesses</li></ul> |
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<b>Maximum 250 words</b>
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By submitting an entry to the Go To Places Tourism Awards 2017, you agree to be bound by the following terms and conditions:

- The closing date for receipt of entries is 5pm on 8<sup>th</sup> September 2017.
- The judging will be based on this entry form, your website (viewed on 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.
- Employees of Go To Places are not eligible for entry into the awards.
- Businesses can enter more than one category, but separate entry must be completed for each.
- Go To Places reserves the right to verify the eligibility of entrants. Go To Places may require such information as it considers reasonably necessary for this purpose and the award may be withheld unless and until Go To Places is satisfied with the verification.
- No responsibility is accepted for entries lost, damaged or delayed or as a result of any network, computer hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.
- Go To Places cannot accept any responsibility for any damage, loss or injury suffered by any entrant entering the nomination process or as a result of accepting or participating in any award.
- By entering the awards, you agree to be part of any publicity undertaken in association with the awards. If selected as a finalist, you accept and agree that Go To Places may use or publish any photographs, comments or evidence submitted at any stage in the awards programme in any media waiving any rights to payment or to inspect and approve a finished product.
- Judges reserve the right to decline an application if it does not meet the eligibility criteria for the category.
- Judges and judging panels will comprise tourism professionals, appointed for their extensive experience and knowledge of the tourism industry.
- The judges' decisions are final and they cannot enter into discussion about the shortlisting process or choice of finalists.
- Go To Places will not provide feedback to any business.
- The public vote will determine the winner for each category.
- Finalists may promote the voting process through their own channels but any form or kind of paid promotion is strictly prohibited. In the event of a finalist being found using paid promotion, Go To Places reserves the right to disqualify the application.
- The employees of the shortlisted businesses are not allowed to vote.
- In the event of any dispute regarding the awards criteria, application forms, judging process or any other matter relating to the awards, the decision of Go To Places shall be final and no correspondence or discussion shall be entered into.
- If for any reason Go To Places Award ceremony is not capable of running as planned for reasons including but not limited to tampering, unauthorised intervention, fraud, technical failures or any other causes beyond the control of Go To Places which corrupt or affect the administration, security, fairness, integrity or proper conduct of the awards, Go to Places reserves the right (subject to any written directions given under applicable law) to disqualify any individual who tampers with the entry process and to cancel, terminate, modify or suspend the awards.
- If an act, omission, event or circumstance occurs which is beyond the reasonable control of Go To Places and which prevents Go To Places from complying with these terms and conditions, Go To Places will not be liable for any failure to perform or delay in performing its obligation.
- This award procedure/ceremony is governed by English Law and entrants submit to the exclusive jurisdiction of the English courts.