



### Frequently asked questions:

1) Who are Go To Places (GTP)?

-Go To Places is the umbrella organisation behind Visit Kent and Visit Herts, delivering destination management services across multiple counties and thematic campaigns across the country. Through our extensive network and professional marketing framework, GTP strengthens what we can achieve in Kent and Hertfordshire and unlocks national opportunities.

2) Who can enter?

-The Hertfordshire Tourism Awards are open to all tourism businesses in Hertfordshire. However, please check your business against the eligibility criteria for each category.

3) Does it cost anything to enter?

-No, there is no charge. Simply complete an application form to enter.

4) Can I enter more than one category?

-Yes. We encourage businesses to enter as many categories as they wish as long as they meet the required criteria for each category. However, separate application forms must be submitted for each. For example: if you're a small attraction and can cater to families, you could apply for Hidden Gem award and Happy Family award.

5) How do I submit my application(s)?

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

6) Can I submit a hard copy?

-Unfortunately, hard copy submissions will not be considered.

7) What are we looking for?

-We are looking to award businesses who can demonstrate an innovative approach in delivering an exceptional and outstanding consumer experience. The judging will be based on the application 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.

8) Am I eligible to apply?

-All eligibility criteria are detailed in the application forms.

9) When is the application deadline?

-The closing date for receipt of applications is at 5pm on 8<sup>th</sup> September 2017.

10) How long does it take to complete each application?

-We have endeavoured to keep the form short and simple to ensure it should not take too long to complete. There is a maximum word count of 250 words for each answer.

11) Is the information in the application forms confidential?

-Yes. Only the organisers, judges and judging panel will have access to your application form and any supporting documentation. However, you should be aware that if you become a finalist, the judges' comments about the quality of your business may be used as part of the script at any awards presentation.

12) When do I find out if I have been shortlisted?

-If you have been shortlisted, you will be notified by 15<sup>th</sup> September 2017.

13) Can I encourage the public to vote for me using social media?

-Yes, however, no form or kind of paid promotion is allowed. We have produced some hints and tips to assist you in reaching people via social media.

14) Will I be invited to the awards ceremony?

-All finalists will be sent an invitation to the awards ceremony.

15) I cannot attend the ceremony. What shall I do?

-If you cannot attend the ceremony, you may nominate someone to attend on your behalf.

16) Can I get feedback on my application?

-As we are expecting a high number of applications, we cannot give individual feedback.

If your question has not been answered here, please get in touch via [VHawards17@visitherts.co.uk](mailto:VHawards17@visitherts.co.uk).