

Category Entry Criteria - The Eastside Award for Tourism Experience

The Eastside Award for Tourism Experience

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Entry Criteria

This Award is open to individuals, groups or businesses (of all sizes and sectors) that are providing and promoting a Tourist offering in the East Belfast area.

Entrants are encouraged to provide information to show:

- How the experience contributes to the overall Tourism provision in East Belfast
- How the experience attracts guests or visitors to the East Belfast area
- What impact the experience has in terms of numbers such as
 - Footfall / Numbers
 - Overnight Stays
 - Revenues Generated
- Where there is collaboration if any, with other tourist offerings
 - In East Belfast
 - Outside East Belfast
- How the experience was conceived or grown in terms of
 - The initial idea and recent plans
 - Market Research
 - Marketing & Advertising
 - Quality of Service
 - Customer feedback
 - Awards and or accreditations gained in recent years

Helpful Hints

- *Take time to look at the criteria in your chosen category and use it to guide your responses.*
- *It is important to note that the Judges will be looking for evidence that will demonstrate the contributions, achievements or impacts associated with your responses.*
- *It might be useful to create a first draft and have a colleague or a trusted friend to review your application and give you feedback.*
- *Supporting material in the form of photos, printed items, graphs – e-versions or hard copies may be brought with you on the day and left with the Judges.*
- *Remember, the judges can only base their assessment on the information provided on the entry form so please do make sure you include all relevant information to assist them in the judging process*