



BT Visit London Awards 2010

Open for entry: Monday 12th July 2010
Close for entry: Wednesday 18th August 2010
Ceremony: Venue TBC, but event will take place in early December
Shortlist announced: Beginning of September
Tickets: On sale beginning of September
How to enter: Go to www.visitlondon.com/awards and download an entry form and guidance notes
Contact: Nicola Williams, awards@visitlondon.com, 020 7234 5860

Judged Categories

Sustainable Tourism Award (description below)
Business Venue of the Year (description below)
Business Event of the Year (description below)
Consumer Event of the Year (description below)
Marketing/PR Campaign of the Year (description below)
Small Hotel/B&B of the Year (description below)
Large Hotel of the Year (description below)
Budget Accommodation of the Year (description below)
Outstanding Customer Service Award (description below)
Best Tourism Experience (description below)
Best NEW Tourism Experience (New for 2010) (description below)

Sustainable Tourism Award

This award rewards best practice sustainability initiatives and environmental practice in tourism. Open to any tourism related business that has taken a 'can-do' approach to increasing the positive effects and reducing the negative effects of their activities on the environment.

The winning entry for this award category will be entered into the national Enjoy England Awards for Excellence 2011 run by VisitEngland.

Business Venue of the Year

Open to any organisation that hosts/stages live events (e.g. conferences, exhibitions, corporate hospitality, product launches, meetings and incentives). Venues could include exhibition centres, hotels, conference and banqueting venues, museums, purpose built and temporary structures, unique and unusual spaces.

The winning entry for this award category will be entered into the national Enjoy England Awards for Excellence 2011 run by VisitEngland.

Business Event of the Year

Entries are welcome from the full range of industry specialists including: exhibition organisers; public relations; marketing and brand agencies; production companies; in-house event teams; contractors and any organisation that has produced, held or worked on a business-to-business event.

Consumer Event of the Year

The award celebrates innovative and creative events that excite and engage the visitor. It is open to free and paid for, annual or one-off festivals and events that are open to the consumer.

Marketing/PR Campaign of the Year

This award is open to tourism and leisure businesses, event organisers, London Boroughs, public and/or private sector partnerships, marketing and PR agencies and any other organisation that has delivered a successful tourism or leisure marketing and/or PR campaign.

Small Hotel/B&B of the Year

This award is for hotels, serviced apartments, guesthouses, inns, and bed and breakfast establishments with up to 50 bedrooms. The emphasis is on quality, the size of property is less important than the impeccable standards of accommodation and service.

The winning entry for this award category will be entered into the national Enjoy England Awards for Excellence 2011 run by VisitEngland.

Large Hotel of the Year

This award is aimed at all hotels, serviced apartments, townhouse hotels and country hotels with over 35 bedrooms, and could include a range of establishments from the independent operators to the flagship of an international chain.

The winning entry for this award category will be entered into the national Enjoy England Awards for Excellence 2011 run by VisitEngland.

Budget Accommodation of the Year

This award is open to all establishments that offer budget accommodation, including hostels, inns and lodges, apartments and self-catering, bed and breakfast accommodation, guest houses, caravan and campsites, and university campus accommodation/dormitories. All entries must offer a clean, safe, secure and comfortable environment, as well as value for money.

Outstanding Customer Service Award

This award has been designed to reward an individual or team who can demonstrate exceptional customer care, serving as an example to industry peers.

The winning entry for this award category will be entered into the national Enjoy England Awards for Excellence 2011 run by VisitEngland.

Best Tourism Experience

Entries to this category could include (but not be limited to) boating/river trips, specialist tours and trails, short break packages, activity/educational-led breaks or specialist themed days out.

The winning entry for this award category will be entered into the national Enjoy England Awards for Excellence 2011 run by VisitEngland.

Best NEW Tourism Experience

This category celebrates the fantastic new tourism experiences offered to visitors to London and is open to any tourism offering that has opened or undergone significant development or transformation in the last three years. This category covers tourism offerings of all kinds, including attractions, museums, boating/river trips, specialist tours and trails, and specialist themed days out.