



VisitEngland™

Awards for
Excellence
2024



VisitEngland Awards for Excellence

B&Bs in the Awards

VisitEngland Awards for Excellence 2023, Gold Winners © VisitBritain/Daniela Luquini
Warner Bros. Studio Tour, London – The Making of Harry Potter

Webinar panellists



HOST:
David Weston
B&B Association



Robin Barker
Services for Tourism



Andy Banner-Price
The 25 Boutique B&B



Vicky Parr
VisitEngland

VisitEngland Awards for Excellence

Championing the very best of the country's tourism industry,
celebrating quality, innovation and best practice

- Highest accolade in English tourism
 - Recognition
 - Validation
 - Celebration
 - Exposure
- Easy online application process
- First enter the local/regional competition
- Winners are automatically put forward to national awards

Categories

Available categories for pubs to enter:

- B&B and Guest House of the Year
- Small Hotel of the Year

Other categories B&Bs can also enter:

- Accessible & Inclusive Tourism Award
- Ethical, Responsible & Sustainable Tourism Award
- New Tourism Business of the Year
- International Tourism Award
- Unsung Hero Award

www.visitenglandawards.org



Cedar Manor, Cumbria © Cedar Manor
Silver Winner, B&B and Guest House of the Year 2023

Categories (2)

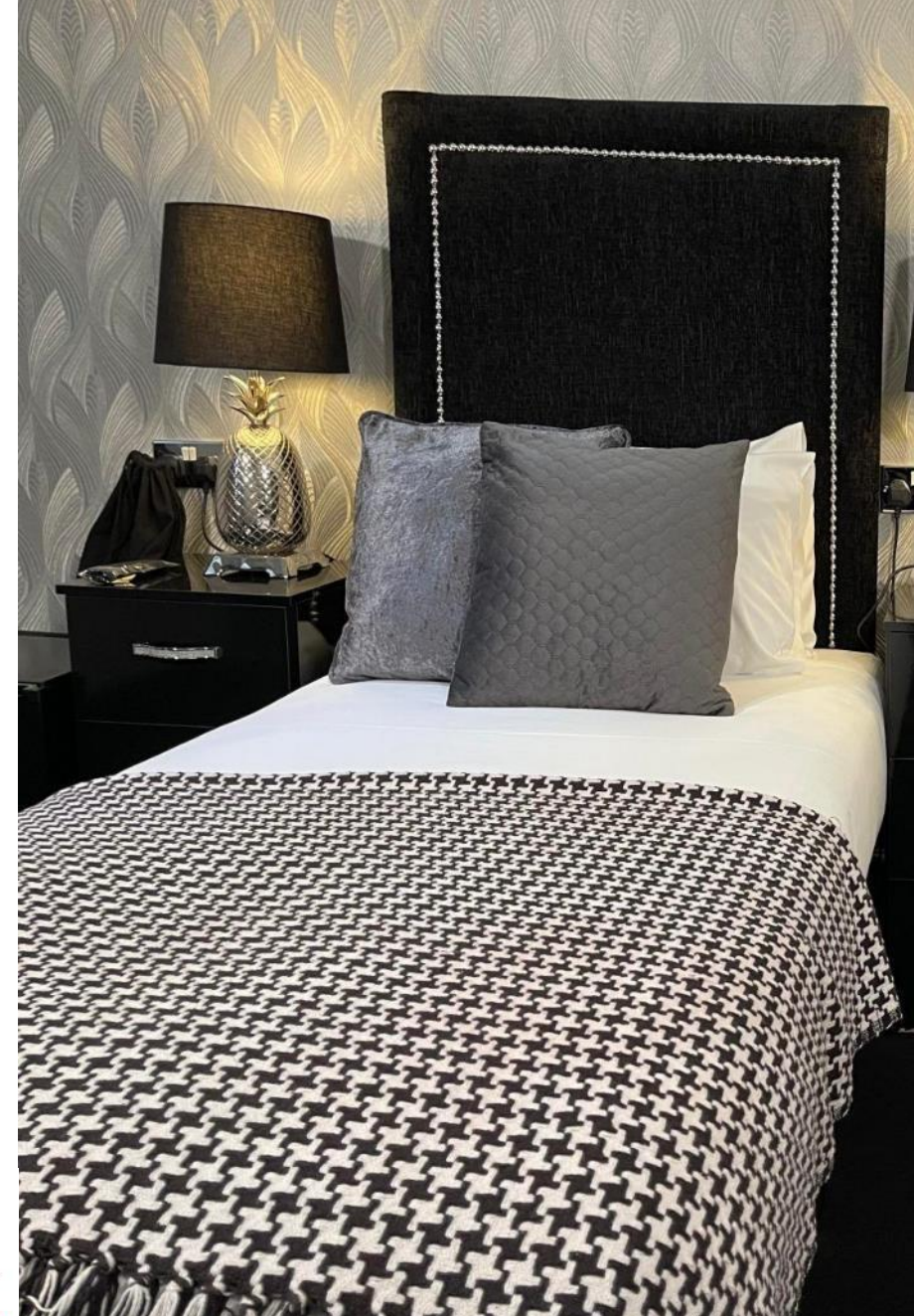
B&B and Guest House of the Year

- Breakfast must be available on site, adjacent or close to the premises
- Offers a maximum of **12 bedrooms**

OR

Small Hotel of the Year

- Offers a selection of hotel services, which are likely to include some or all of: reception, restaurant, bar, dinner and breakfast.
- Usually offers between **12 and 35 bedrooms**



The 25 Boutique B&B – how we did it



- Awards won
- Benefits of applying
- Advice to others
- Top Tips for winners

Why should B&Bs apply?

- ✓ A great PR opportunity
- ✓ National recognition
- ✓ A competitive edge
- ✓ Better business practices
- ✓ Reward and motivate your team
- ✓ Network at awards events

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Piglets Boutique B&B © VisitBritain/Daniela Luquini
Gold Winner, B&B and Guest House of the Year 2023

Top tips on making the best application

- Passion
- You are the expert!
- Evidence
- Start Early
- Share



How to get involved

1. Consider applying to your local competition
2. Consider which category or categories best suit their business
3. Use the local competition finder to find the right competition to apply to for your location
4. Submit a fabulous application
5. Become a winner of the local competition
6. Get automatically forwarded to the national VisitEngland Awards for Excellence



February	Cumbria Tourism Awards
April	Beautiful South Tourism Awards Remarkable East Yorkshire Tourism Awards (REYTAs) South West Tourism Excellence Awards <i>(including Bristol Bath & Somerset Tourism Awards, Cornwall Tourism Awards, Devon Tourism Awards and Dorset Tourism Awards)</i> West Midlands Tourism Awards Worcestershire Tourism Awards
May	Enjoy Staffordshire Tourism & Good Food Awards Destination Lincolnshire Tourism Excellence Awards Leicestershire Promotions Tourism and Hospitality Awards North East England Tourism Awards Lancashire Tourism Awards
June	Marketing Cheshire Annual Awards
July	East of England Tourism Awards Peak District & Derbyshire Tourism Awards Visit York Tourism Awards
August	Liverpool City Region Tourism Awards

The B&B Association

The **Bed & Breakfast Association** is the trade association for

- B&Bs
- guesthouses
- small family-run hotels

Founded by B&B owners for B&B owners

- a not-for-profit membership organisation
- no shareholders



Aims to **inform**, **support** and **represent** its members.

Membership is only £60 a year (£1.15 a week)

www.BandBassociation.org



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Any questions?

For further information

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Thank you!

