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**Below are the eligibility and descriptors for each category:**

**IMPORTANT: Those categories marked with VE are eligible to progress to the national VE Awards of Excellence 2021**

1. **Accessible & Inclusive Tourism Award - VE**

Recognises tourism businesses providing truly memorable visitor experiences for everyone, particularly those with accessibility requirements, and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the tourism product definition:

'Tourism product' covers a number of different categories including:

• Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets

• Hospitality i.e. food and beverage service businesses e.g. pubs, restaurants, cafés, tea rooms, coffee shops, bistros, kiosks & street food (in a regular location)

• Transport services e.g. rail, road, water, airports and rental

• Guided tours

• Cultural services, e.g. theatres, musical entertainment venues, sporting venues

• Travel agencies and other reservation services, including tour operators and destination management companies

• Sporting, adventure and recreational activities

• Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area

• Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services

• Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the

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public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

• Businesses of all sizes can apply as this category is judged within the context and style of the business.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

1. **Arts & Culture Award - WRA**

Recognises tourism businesses providing truly memorable visitor experiences for everyone, both residents and visitors demonstrating excellence across every aspect of the business

Any business can enter that provides an outstanding Arts & Culture based experience for its audience. Entries could be a one-off event or a body of work over a period of time.

Entries could include the following but is not mutually exclusive:

* Dance
* Drama
* Visual Arts
* Music
* Film
* Theatre

Judges will be looking for evidence of how you engage with audiences, how you reach new market segments, how you have developed over the last 3 years, how the organisation makes a valuable contribution to the local economy, diversity, continuity and a legacy.



1. **B&B and Guest House of the Year - VE**

Recognises bed & breakfast and guest house businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Proprietor considers their business to be a bed & breakfast or guest house and promotes it as such

• The proprietor or a staff member lives on site

• Offers a maximum of 12 guest bedrooms. However, businesses with more than 12 bedrooms can apply if they consider themselves appropriate for this category

• Property may also be the proprietor’s home

• Most likely to be run by the owner with few or no additional staff

• Guests are likely to have direct interaction with proprietor

• Breakfast must be available on site, adjacent or close to the premises

• Serviced accommodation businesses may consider this category or the Small Hotel of the Year category, choosing the one that best suits their business and only entering one.

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

1. **Business Events Venue of the Year – VE**

Recognises business events venues that demonstrate an excellent understanding of the market, exceeding the expectations of their clients and have a strategic plan for future development within this area, with clear goals.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Any business that hosts business events (meetings, incentives, conferences, exhibitions) e.g. hotels, conference centres, exhibition venues

• Clients may be exclusively from UK markets or also be from international markets

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.



• Businesses of all sizes can apply as this category is judged within the context and style of the business.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories

1. **Camping, Glamping and Holiday Park of the Year - VE**

Recognises holiday parks, sites and villages providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Businesses whose main offer is holiday parks, sites, villages, camping and glamping

• Holiday parks/sites with static vans, touring pitches, tent pitches, glamping and other accommodation such as shepherd’s huts, or any combination

• Sites ranging from small static caravan parks with no added services and facilities, up to larger sites with many on-site facilities, some of which might be open to the public

• Holiday villages offering room only or self catering accommodation e.g. lodges and chalets. A holiday village is typically a complex with a range of facilities and activities available

• Holiday parks that consist entirely of units that are owned may apply if used by owners for holiday purposes only (not as a permanent residence)

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

1. **Ethical, Responsible and Sustainable Tourism Award - VE**

Recognises tourism businesses committed to being sustainable, responsible and ethical in how they operate and interact with customers, the wider community and the environment.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the tourism product definition:



'Tourism product' covers a number of different categories including:

• Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets

• Hospitality i.e. food and beverage service businesses e.g. pubs, restaurants, cafés, tea rooms, coffee shops, bistros, kiosks & street food (in a regular location)

• Transport services e.g. rail, road, water, airports and rental

• Guided tours

• Cultural services, e.g. theatres, musical entertainment venues, sporting venues

• Travel agencies and other reservation services, including tour operators and destination management companies

• Sporting, adventure and recreational activities

• Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area

• Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services

• Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

• Businesses of all sizes can apply as this category is judged within the context and style of the business.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

1. **Experience of the Year – VE**

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Any visitor experience that requires participation in an activity



* The experience may involve a host/teacher/instructor/guide or may be undertaken independently

• Likely to be immersive and interactive

• Typically experiences will be learning, adventure or relaxation based

• Likely to fall under one of these themes:

o Wellness and well-being (e.g. spa)

o Sporting and active (e.g. caving)

o Environment (e.g. beach cleaning, dry stone walling)

o Arts & culture (e.g. guided tours, pottery making)

o Culinary (e.g. cookery courses)

• The experience must be open during the judging period.

• Food service experiences are not eligible for this category and should consider the Taste of Yorkshire Award category, which assesses the quality of food and drink served to the visitor.

• Before applying to this category, please read the visitor attraction definition in large and small visitor attraction categories to ensure you are eligible.

• An experience located at a visitor attraction may only apply to this category if it can be booked separately to the main attraction and can be accessed without the need to pay for or visit the main attraction e.g. the Eden Project is eligible to apply for the Large Visitor Attraction of the Year category, but could also put forward their zip wire experience for the Experience of the Year category.

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

• Businesses of all sizes can apply as this category is judged within the context and style of the business.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

1. **Large hotel of the Year (35 bedrooms or above) - VE**

Recognises full service hotels providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• A full service hotel – that must include a reception, restaurant, bar, dinner and breakfast

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• Offers a minimum of 35 bedrooms. However, a business with fewer than 35 bedrooms can apply if it is a full service hotel with extensive facilities.

• A serviced accommodation business may consider this category, Small Hotel of the Year or B&B and Guest House of the Year – choosing the category that best suits their business and only entering one

• A serviced apartment business must apply via the Self-Catering Accommodation of the Year category and not this category

Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

1. **International Tourism Award - VE**

Recognises tourism businesses providing truly memorable visitor experiences, particularly for international visitors, and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the tourism product definition:

'Tourism product' covers a number of different categories including:

• Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets

• Hospitality i.e. food and beverage service businesses e.g. pubs, restaurants, cafés, tea rooms, coffee shops, bistros, kiosks & street food (in a regular location)

• Transport services e.g. rail, road, water, airports and rental

• Guided tours

• Cultural services, e.g. theatres, musical entertainment venues, sporting venues

• Travel agencies and other reservation services, including tour operators and destination management companies

• Sporting, adventure and recreational activities

• Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area

• Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services

• Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail



outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.

• Businesses must actively work to attract overseas visitors

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years

after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

• Businesses of all sizes can apply as this category is judged within the context and style of the business.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

1. **Large visitor attraction - VE**

Recognises large visitor attraction businesses providing truly memorable visitor experiences and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Meets the visitor attraction definition:

“…a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.”

• Attracts 75,000 visitors or more per year, **or** employs more than 10 full-time equivalent members of staff

• Is capable of attracting day visitors, tourist and local residents

• May occasionally require pre-booking for a visit or activity

• Retail outlets, sporting venues and theatres are not eligible to apply unless there is also a tour, museum or exhibition element included

• Guided tours that are not based within a visitor attraction should apply for the relevant Experience of the Year category

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum



requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.

Attracts 75,000 visitors or more per year, **or** employs more than 10 full-time equivalent members of staff

Is capable of attracting day visitors, tourist and local residents

May occasionally require pre-booking for a visit or activity

Retail outlets, sporting venues and theatres are not eligible to apply unless there is also a tour, museum or exhibition element included

Guided tours that are not based within a visitor attraction should apply for the relevant Experience of the Year category

**11.New Tourism Business Award - VE**

Recognises high performing new tourism businesses, demonstrating excellent understanding of their market, exceeding the expectations of their customers with clear plans for future development.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Meets the tourism product definition:

'Tourism product' covers a number of different categories including:

• Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets

• Hospitality i.e. food and beverage service businesses e.g. pubs, restaurants, cafés, tea rooms, coffee shops, bistros, kiosks & street food (in a regular location)

• Transport services e.g. rail, road, water, airports and rental

• Guided tours

• Cultural services, e.g. theatres, musical entertainment venues, sporting venues

• Travel agencies and other reservation services, including tour operators and destination management companies

• Sporting, adventure and recreational activities



 Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area

• Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services

• Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the

public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.

• Has been trading for at least six months and up to two years when applications open (for first applicable local/regional competition)

• An existing business that has diversified by adding a new product at the same location or a different location may only apply if the new product is marketed as a standalone operation, and is available independently to the other products offered by the business

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

• Businesses of all sizes can apply as this category is judged within the context and style of the business.

Businesses providing supporting services to visitors e.g. visitor information providers, left luggage services

Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.

**Has been trading for at least six months and up to two years when applications open (for first applicable local/regional competition)**

**An existing business that has diversified by adding a new product at the same location or a different location may only apply if the new product is marketed as a standalone operation, and is available independently to the other products offered by the business**

Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years



after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

Businesses of all sizes can apply as this category is judged within the context and style of the business.

1. **Pub of the Year - VE**

Recognises pubs that make a significant contribution to tourism in their area, with a food and drink offering that includes quality locally sourced produce.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• A single pub site from an independent, chain or group operator

• Offers food and the option to drink and not dine

• Does or does not offer accommodation (accommodation not judged)

• Has a unique selling point that might be food, theme or entertainment

• A pub may consider this category or the Taste of England Award – choosing the category that best suits their business and only entering one.

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

**13. Producers and Makers Award - WRA**

Recognises smaller, independent Yorkshire businesses that produce or make local food and drink, or artisan crafts and art.

Entries must demonstrate creativity in their use of local ingredients and materials. Consistent quality in the delivery and presentation and creative marketing.

Entries must demonstrate creativity in their menu with emphasis on local produce and consistent quality in the delivery and presentation of food. The overall experience of dining at your establishment should be of the highest possible quality.

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The judges will be looking for evidence of:

* The quality of the overall customer service
* Yorkshire distinctiveness
* Originality
* Creativity
* Excellent service
* Sustainability

**14.Self Catering Accommodation of the Year - VE**

Recognises self catering accommodation businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Businesses whose main offer is self catering accommodation including cottages, houses, historic properties (or part thereof), holiday boats, barn conversions, apartments, hostels and serviced apartments etc.

• A single self-catering property or a collection of self-catering properties in one location (on a single site) owned by the same proprietor and of a similar quality

• A business with multiple properties across different locations is not eligible to apply in its entirety. This includes agencies. However, an application may be completed for a specific location (on a single site) if it is clearly identified within any marketing e.g. website

• Large self catering accommodation complexes (e.g. with chalets and lodges) with a range of facilities and activities available should apply for the Camping, Glamping and Holiday Park of the Year category

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.



**15. Small Hotel of the Year - VE**

Recognises small serviced accommodation businesses providing truly memorable guest experiences and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

This is a broad category for all types and styles of serviced accommodation except large ‘full service’ hotels, bed & breakfast and guest house accommodation, which have separate categories.

• 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. However, serviced accommodation businesses with fewer than 12 or more than 35 bedrooms can apply if they consider themselves appropriate for this category

• A serviced accommodation business may consider this category, Large Hotel of the Year or B&B and Guest House of the Year – choosing the category that best suits their business and only entering one

• A serviced apartment business must apply via the Self-Catering Accommodation of the Year category and not this category

Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

**16. Small Attraction of the Year - VE**

Recognises small visitor attraction businesses providing truly memorable visitor experiences and demonstrating excellence across every aspect of the business.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Meets the visitor attraction definition:

“…a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances.

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It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents.”

• Attracts 75,000 visitors or fewer per year **or** employs 10 or fewer full-time equivalent members of staff

• Is capable of attracting day visitors, tourist and local residents

• May occasionally require pre-booking for a visit or activity

• Retail outlets, sporting venues and theatres are not eligible to apply unless there is also a tour, museum or exhibition element included

• Guided tours that are not based within a visitor attraction should apply for the relevant Experience of the Year category

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

 **17. Fine Dining Award – Subcategory of Taste of Yorkshire VE**

**Gold and Silver placings in this award will automatically be forwarded as a finalist to the Taste of Yorkshire category.**

Recognises businesses within the tourism industry that offer food, beverage and service innovation and excellence.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Food service businesses including restaurants, hotel restaurants etc,

• Access to toilet facilities is available

• Does not require payment of an admission fee to access the eatery

• A single site from an independent, chain or group operator

• A pub may consider this category or Pub of the Year – choosing the category that best suits their business and only entering one.

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.



• Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years

after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

• Businesses of all sizes can apply as this category is judged within the context and style of the business.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.

**18. Casual Dining Award – Subcategory of Taste of Yorkshire VE**

**Gold placing in this award will automatically be forwarded as a finalist to the Taste of Yorkshire category.**

Recognises businesses within the tourism industry that offer food, beverage and service innovation and excellence.

• Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

• Food service businesses including restaurants, hotel restaurants, cafés, delis, tea rooms, coffee shops, bistros, street bakeries, mobile lunch trucks, catering companies, personal chefs, street carts, mall kiosks etc.

• Access to toilet facilities is available

• Does not require payment of an admission fee to access the eatery

• A single site from an independent, chain or group operator

• A pub may consider this category or Pub of the Year – choosing the category that best suits their business and only entering one.

• Businesses that serve food must have a minimum food hygiene rating of three out of five. The competition organisers reserve the right to refuse an application if this minimum requirement is not met at any point prior to the awards ceremony. An exception is made for new businesses who have not yet been graded.

• Events and festivals are not eligible to apply to this category due to the likelihood of VisitEngland Awards for Excellence winners not being announced until one or two years after the event took place e.g. an event taking place in 2019 may not be recognised by VisitEngland until 2021; the event may have ceased or declined in quality since then.

• Businesses of all sizes can apply as this category is judged within the context and style of the business.

• Businesses that have been trading for at least six months and up to two years when applications open, are strongly recommended to apply to the New Tourism Business of the Year category before considering applying to any other categories.



**19. Tourism Event Award - WRA**

Recognises Events and Festivals of a substantial nature providing truly memorable visitor experiences and demonstrating excellence across every aspect of the business.

Directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area

These would usually, but not necessarily, involve a large volume of visitors and a set programme. Smaller events will be considered taking into account their impact on a

particular theme or audience. This would usually be either over a weekend, week(s), month or season. The event can be for either a paid entry or free audience/attendance event. The event can be a one off or an annual event with a proven track record. It should be noted that the supporting evidence in the submissions for this category are particularly important as any final assessment is likely to be retrospective.

Judges will be looking for evidence of innovation and a sense of distinctiveness that adds to an event’s appeal to the visitor. Please also provide evidence of the profile this brings to the local community and the contribution the event makes to the Yorkshire brand and legacy.