

TOURISM BUSINESS OF THE YEAR

This award celebrates the outstanding contribution of local tourism related businesses in attracting visitors to the area, delivering excellence in customer service and enhancing the profile of the Causeway Coast & Glens area through their tourism marketing.

WHO SHOULD APPLY?

Entries are invited from visitor attraction and experiences that can demonstrate their service excellence, customer care and hospitality as well as the quality of their product/ service offering. This award category is open to all tourism related businesses including: parks, leisure complexes, museums, galleries, outdoor activity groups and any other facility that attracts tourists to the area.

AWARD SPONSOR:



Tourism Ireland

Marketing the island of Ireland overseas

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a holiday and business tourism destination.

The organisation has the twin goals of growing overseas tourism revenue and visitor numbers to the island of Ireland and of supporting Northern Ireland to realize its tourism potential.

It devises and delivers world-class marketing programmes in more than 20 markets across the world to achieve these goals

Tourism Ireland is delighted to support the Causeway Coast and Glens Business Awards this year, as the 'Tourism Business of the year' award complements our objective of encouraging the tourism industry in Northern Ireland to work closely with Tourism Ireland to help bring the distinctiveness of a holiday in Northern Ireland to life for overseas consumers and travel trade.

CAUSEWAY COAST AND GLENS BUSINESS AWARDS 2019

In partnership with



ENTRY FORM

CONTACT DETAILS

BUSINESS NAME

ADDRESS

CONTACT NAME

TELEPHONE

EMAIL

SIGNATURE

DATE

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HOW TO ENTER?

Applicants will be assessed on both stage one application and the public vote.

- **Stage One:** Applicants should provide the following information on company letterhead by Friday 17th May 2019 to Causeway Coast & Glens Business Awards, Causeway Chamber of Commerce, River House, 3rd Floor, Castle Lane, Waterside, Coleraine, BT51 3DR.
 1. A company profile including company history, services offered, details of facilities, a description of targeted customer segments and an outline of current market conditions. (max 500 words)

2. A summary of your marketing strategy (2017 and 2018) and how you have implemented it to achieve your company objectives explaining how you have overcome any obstacles. (max 500 words)

3. Define your business's competitive edge over other industry competitors? (max 500 words)

A large, empty rectangular box with a light blue gradient background, intended for the user to write their response to the question above.

- Please detail how you contribute to the Causeway Coast & Glens Tourism Industry. (max 500 words)

- **Stage Two:** Following initial shortlisting by the judging panel, this category will be judged by Public Vote: (Details will be published on how to vote at a later date).

Please note that 75% of mark will be allocated to written submission with 25% allocated from public vote.

DEADLINE

CLOSING DATES FOR ENTRIES

Friday 17th May 2019

PLEASE RETURN TO

BY MAIL info@causewaychamber.com

BY POST Causeway Coast & Glens Business Awards
Causeway Chamber of Commerce
3rd Floor River House
Castle Lane
Waterside
Coleraine
BT51 3DR

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