

# **Best Tourism Marketing Project of the Year**

Recognises innovative and unique marketing campaigns from visitor economy businesses based in Cheshire and Warrington.

**This sample application form is for information only and all applications must be made via the online application system. It is recommended that you complete this form in draft off-line, then submit details** [via the online application system afterwards.](https://visitengland-chapters.secure-platform.com/a/organizations/CHE/solicitations/142/home)

## Eligibility criteria

* Must have produced a tourism marketing initiative or campaign to promote Cheshire since June 2024.
* 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.
* If you have any questions, please email awards@marketing.cheshireandwarrington.com
* The judging will be based on this entry form, your website (viewed on desktop, mobile and tablet), and any other online presence that you might have, including social media. The judges will also look at your online customer reviews.
* If there is any other information (not available online) that you would like to include to illustrate points made in your entry, for example, regional or national press coverage, please upload one pdf document no larger than 5mb. If more than one document is sent or it is larger than 5mb it cannot be sent on to the judges. Please ensure each piece of evidence is indexed to the relevant question.
* Please try to answer all questions as fully as possible, but within the word limit. At the end of each question, you may include web links, if you have them, to support your answer. These can be in addition to the word count.
* Please ensure you read the awards terms and conditions on the website

## Applicant & business details

**Applicant’s name: (The person we should contact regarding this entry. The email given here will be the email address we use for all future correspondence).**

Enter the applicant’s name here.

**Applicant’s job title:**

**Applicant’s phone number:**

**Applicant’s email:**

Enter the applicant’s job title here.

**Business name:**

Detail the business name you use when promoting your business, as you wish it to appear in all publicity materials. This will be used on any winner trophy, certificate, in awards presentation, press content and any awards related collateral.

Enter name here.

**Business address:**

Enter address here.

**Name of Tourism Marketing Project being nominated:**

**Detail the project name** as you wish it to appear in all publicity materials. This will be used on any winner trophy, certificate, in awards presentation, press content and any awards related collateral.

**Promotional Description**

Provide a promotional description of your campaign.

* Focus on its strengths and stand out features
* This wording will be used in PR and awards literature
* Wording provided is subject to edit
* 120 words maximum

**Promotional Images**

Provide up to three landscape high resolution photos.

* Photos should be high quality and truly showcase your event
* Photos should not be edited in any way eg embedded text or logos, a collage
* Only include photos that you own the copyright for, If the photo requires a credit eg photographer, please provide details
* These photos will be used in PR and awards literature

## Background

**Briefly outline the story of your business (250 words maximum).**

For example:

* Length of time business has been under current ownership
* Target market(s) and typical customer profile
* Key milestones in developing the business
* Indication of size of event
* Number of staff employed, if any

**List any awards, ratings and accolades received in the last two years. Include the title, awarding body, level and date (including year) achieved.**

For example:

* Successes in this competition and the VisitEngland Awards for Excellence
* TripAdvisor Accolades
* Specific marketing awards / recognition
* VisitEngland quality assessment, local quality accreditation
* Local business award eg FSB, Chamber of Commerce

Enter information on any awards, ratings or accolades here.

**There is no requirement for your business to be quality assessed. However, if you have an independent quality assessment/mystery shopping report from the last two years, you might wish to upload it here (optional).**

Enter information on any quality assessments here.

## Online presence & reviews

**Provide links to your online presence relating to this category, which will be reviewed and scored by judges in addition to your answers to the four questions. Other sites may also be checked.**

Enter the website URL here.

**Social media platforms**



**Online Review Sites**



**Question 1 - Outline the brief for the marketing project**

**For example:**

* **What was the aim / purpose of the campaign?**
* **What was the target market?**

**(200 words maximum)**

Enter answer to question 1 here.

## Question 2 – What marketing channels did the campaign use?

**For example:**

* **Print, digital**
* **How did you reach the target market?**
* **Have you noticed any industry trends that influenced the campaign?**

**(200 words maximum).**

## Question 3 – Project budget

**Details of:**

* Budget for the whole campaign
* Media spend for the campaign

Enter answer to question 3 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted to this question rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

## Question 4 – Your Future Plans

* **Tell us about three ways you will develop and promote your event over the next year and the reasons why (300 words maximum).**

If your entry relates to a one off event that won’t run again, please include details of next steps, eg actions with feedback, PR etc.

Judges will be looking for detailed examples of future plans from across the event with a clear rationale. One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area) and you may have others too:

* Continued adaptation, diversification and resilience building
* Facilities and welcome for people with a range of accessibility requirements eg this may include information provision, adapted customer experiences, accessible facilities for people with a range of impairments, emploing disabled staff and staff disability awareness training
* Managing and improving environmental, social and economic impacts eg this may include a carbon reduction plan, energy and waste monitoring, green transport, community and charitable initiatives and responsible purchasing
* Development, innovation, information provision, upgrade of facilities, enhancements to your event
* Improving the skills of you and your team
* Marketing and PR, including partnerships with other businesses
* Operational efficiency
* Use of digital technologies such as automated services, robotics and artificial intelligence (AI)

Enter answer to question 4 here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted to this question rather than quantity.

Any written answers that are included within the supplementary evidence, attempting to circumvent the question word counts, will be disregarded.

Enter links to supplementary evidence here.

**To complete your entry, you must copy and paste your answers into the online system for submission by 4pm on Friday 22 August 2025:** [**https://visitengland-chapters.secure-platform.com/a/organizations/CHE/solicitations/142/home**](https://blazescreen.blazenetworks.co.uk/fmlurlsvc/?fewReq=:B:JVk/NDI3PyNzODcrNSNsYTg1ND81NCN2bGJrZHFwd2A4ZmY2YD02ZGZhNjc3YzJgMjdgPTFjPTUwYTJjMTc9Y2c2NDI8NTU2MiNxODQyMDc3Nzc2MTEjdGxhODAzRz1VbVVkNTcxMzY9KDAzRz1VbVVmNTcxMzY9I3dmdXE4Y2xqa2QrZ2BnZ2xrYnFqa0VmbWB2bWx3YGRrYXJkd3dsa2JxamsrZmpoI2Y4MDcjbWFpODU=&url=https%3a%2f%2fvisitengland-chapters.secure-platform.com%2fa%2forganizations%2fCHE%2fsolicitations%2f142%2fhome)