



## Frequently Asked Questions

### **Please can you add a category for my type of business?**

We have worked very hard to create 14 categories which cover most businesses within tourism in Bournemouth, Christchurch and Poole. We do also need to balance this with the viability of getting enough entries. If you are unsure which category would best suit you, please get in touch with us and we will advise you.

### **Will I win extra business if I win?**

Winning an award like this will give you a fantastic opportunity for additional PR and marketing. That being said, you will need to use the opportunity as a tool. Don't expect business to suddenly start flowing in. If you would like some help in making the most of it, just get in touch with us and we will be happy to suggest some options.

### **Am I allowed to enter more than one award?**

Yes – there is no limit to how many awards you can enter. Make sure you are only entering categories that suit your business and you not entering conflicting categories. For example, you can't enter 'Large Hotel of the Year' and 'Small or Boutique Hotel of the Year', but you can enter 'Large Hotel of the Year' and the 'Responsible, Ethical & Sustainable Tourism Award'.

### **Don't the same businesses always win these things?**

Our judging process is very strict, and the judges are all trained in what to look for. This makes the process extremely fair. The judges do not take into account previous wins in their scoring. This means that a business may win if they have won before, but not necessarily. The judging takes into account improvements made in the business as well as future plans.

### **How can large or small businesses compete against each other in the same category?**

We judge businesses on their own merits and focus on how you deliver to your target audience. The size of a business is not factored into the process. Customer expectations differ for businesses of different sizes and so do those of our judges.