

Best Tourism or Convention Bureau

OVERVIEW: This category will recognise an exceptional tourism board, destination marketing organisation (DMO) or convention bureau (CVB) that goes above and beyond to attract and support the MICE/business events sector. Judges will be looking for innovation, expertise, and success in all areas, including customer service and support, first class infrastructure, and a commitment to sustainability. Entries should include client testimonials and case studies.

BACKGROUND: Please give details on your destination and organisation - how is it set up? Are you part of a wider tourism organisation for your destination? Are you publicly or privately funded? Do you have members, if so, how many, and what types of businesses are included (e.g., hotels, DMCs, attractions etc). How many business events did your destination host last year and what was the economic benefit/value? Please give examples. What role did your organisation play in attracting these? What services and support do you provide for planners, and the suppliers in your destination? Please include any financial/other incentives.

EVENTS & SERVICES

1. Describe what makes your destination attractive for event planners. What are the advantages of holding events in your destination compared to competitors? What benefits do they get from working with you?
2. Outline your approach to customer service and give examples of where you have excelled. How did you go over and above to deliver the best experience for your clients' events in 2024?
3. Sales & marketing - how did you market your destination and build strong brand awareness in your core target markets? Please share details of any campaigns/fam trips you ran, partners you worked with.
4. Sustainability - please detail how you as an organisation/destination are tackling sustainability. What initiatives have you implemented to reduce your footprint and how are you measuring progress?
5. Please include links to two examples/case studies of client events hosted in your destination in the past year (can be written or video) ideally including details on results and client/delegate feedback.
6. Give any other information regarding your organisation and destination which you think would help convince the judges that you should win this award. In what ways have you been particularly innovative?

BUSINESS SUCCESS & OUTLOOK

1. Outline your success in attracting new clients to your destination and achieving high customer retention. Describe any particularly effective sales & marketing initiatives which have contributed to this success.
2. How are you looking to build on your success in 2025 and beyond? What is your forecast for growth in the next 12 months? Are there any significant developments happening in your destination to increase its appeal?
3. What targets are you setting for your destination/organisation to be more sustainable?

SUBMISSIONS: Entries can either be presented as a video submission **or** a written entry. **Video submissions should be no longer than 5 minutes** and can be as simple as a piece-to-camera presentation filmed on a smartphone, through to a fully produced showreel piece. You may support your video submission with a written entry. **Written entries should be 1,500 words maximum and no more than 5 pages/slides** and can be supported by a video submission.

On submission, you will also be required to provide a 1200-character **submission overview** which will be used for judging and the live event script (if applicable). This does not count towards your submission word count.

You will not be judged on the quality of your video or written entry, but purely on the quality of the work that you are presenting. All event categories are open to corporate brands, agencies, charities, and associations and apply to live, virtual and hybrid experiences. **Events must have been delivered between April 2024 and March 2025.**