**2025/26**

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# **Team of the Year Award**

Recognises and celebrates teams of any size in the tourism, leisure and hospitality industry, whose combined skills have notably made an outstanding contribution to a positive change of success of one organisation. Recognising the team who demonstrate that their collective attitudes have resulted in remarkable improvement or growth of the service, product or experience they provide, this will be their opportunity to stand up and shout about the difference teamwork makes.

**This sample application form is for information only and all applications must be made via the online application system.**

**Eligibility criteria**

• Work for a 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

Work for a business that meets the tourism product definition:

Only tourism businesses who directly serve the end-users are eligible (i.e. the tourist/ visitor/ guest). Business to business agencies or intermediaries e.g. that manage business to consumer (B2C) presence for tourism businesses; would not be eligible.

 '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. a single food and beverage service business e.g. pub, restaurant, café, tea room, coffee shop, bistros, food and drink markets, kiosks & street food (in a regular location). [For these purposes the definition of a food and drink market is a collection of independent food and drink establishments with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]

• 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 [For these purposes the definition of a shopping centre is a collection of independent retail stores with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]

• 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

* Must be nominated by a colleague or by a local awards competition judge
* Demonstrates commitment, passion and enthusiasm for their work and the tourism industry; exceeds expectations – stand out from the crowd.
* Demonstrates ambition, innovation, and inspires others within their workplace.
* As a team bring a range of valuable or distinctive skills to the industry
* Have exceptional motivational skills for new and exisiting team members
* Provide seamless excellence creating strong working practives to provide reliable service making them an invalluable asset to the company
* Work in any area of the business; does not need to be in customer-facing job roles
* May be new to the tourism industry or have worked in the industry for some time
* Only one application is required per team nominee

## Nominated Team’s details

(not scored)

**Name of the Team:**

Enter the team’s name here.

**Business name:**

Enter the business/employer here.

**Business address:**

Enter the business address here.

## Nominator’s details

(not scored)

**Name of Nominator (you):**

Enter the nominator’s name here.

**Nominator’s job title:**

Enter the nominator’s job title here.

**Nominator’s phone number:**

Enter the nominator’s phone number here.

**Nominator’s email:**

Enter the nominator’s email here.

**Nominator’s business name:**

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

Enter the nominator’s business name here.

**Nominator’s business address:**

Enter the nominator’s business address here.

**Does the team know that they are being nominated?**

Enter ‘yes’ or ‘no’ here.

## Background

(not scored)

**Briefly outline your team (150 words maximum).**

For example:

* Where within the business they operate
* Size of the team
* Types of job roles/positions the team members undertake
* Indication of size of business
* Number of staff employed, if any

Enter information on the background of your team here.

## Nomination

(this question is 100% of the final score)

**Describe why the team deserves to win this award and include at least three examples of exceptional team work (**500 words maximum**).**

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

* Impressive operational efficiency
* Innovative approach to problem solving
* Go above and beyond the expectations of their roles
* Actively seeking learning and development opportunities
* Achieving positive business impacts
* Bring a range of valuable or distinctive skills to the industry
* Inspire other colleagues
* Outstanding customer service
* Invalluable to the business
* Stands out from the crowd
* Receives recognition from the general public through visitor reviews
* Overcoming adversity

Enter your Nomination here.

Links to relevant supporting evidence online (optional):

For example links to online reviews or scans of thank-you letters that mention the nominee by name. You will not be penalised if you have not included supplementary evidence. Any written answers that are included within the supplementary evidence, attempting to circumvent the question word count, will be disregarded.

Enter links to supplementary evidence here.