



## **BEST ADVENTURE/ACTIVITY OPERATOR**

This Award is open to Adventure/Activity Operators who offer quality action for visitors on land, air and/or water.

### **Who can enter?**

This Award is open to operators who have been inspected under the Wales Tourist Board's accreditation scheme for activities, has a statutory licence from the Adventure Activities Licensing Authority (AALA) or has been approved by a recognised National Governing Body of Sport or Trade Body.

Shortlisted entries will demonstrate exceptional customer care and commitment to excellence in quality including the following areas:

- High standard of facilities and general information
- High standards of customer service: Customers should experience outstanding levels of service throughout their visit. Problems should be dealt with effectively and to the customer's satisfaction. Methods of collecting customer feedback such as surveys could be considered
- High standard of interpretation and presentation. Where appropriate the judges will be looking for information that is presented in an innovative way and pitched at the correct level for its audience

- Investment in staff training and development. Judges will be looking for staff attendance on Welcome Host and other recognised training course or awards for good practice eg Investors in People. They will also be looking for clear examples of how training has been put into practice and how it has improved services for customers. Investment in training and development must have taken place within the last two years. Investment is defined as investment of money and/or time
- Attracting more users. The judges will be looking for initiatives and fresh ideas that have brought in new or repeat users. Information should be included on the success of these initiatives
- Provision for disabled guests. Adventure/activity operators should clearly demonstrate a commitment towards catering for guests with disabilities. Judges will look at how the adventure/activity caters for people with either mobility or sensory impairments, what information is provided for the users and in what format
- Care for the environment. To be sustainable an adventure/activity operator must demonstrate a commitment to the environment. Examples include using sustainable materials and recycling, co-ordinating transport and employing local people etc



## **ADVENTURE/ACTIVITY OPERATOR ENTRY FORM**

1. How long have you been in business at this location? Please state the number of years and months
2. Give a brief history of your adventure/activity operation (maximum 100 words)
3. How many people used your operation during the last 12 month period?
4. List your target markets eg families, specific age groups (max 50 words)
5. Explain briefly how you attract new and/or repeat business, including any innovative promotional campaigns that you have run (max 100 words)
6. List the specific improvements that you have made to your operation to enhance your visitors' experience. These improvements should have been made no more than two years ago (max 100 words)
7. What impact did this have on your business? For example, increase in business, customer satisfaction etc (max 50 words)
8. What investment has been made (in time and/or money) in staff training and development? This investment must have been made no more than 2 years ago. How has this improved the experience of visitors to your operation?

9. How do you cater for guests with all types of disabilities? Have any of your staff attended "Welcome All" or its equivalent in order to increase disability awareness?
10. Give specific examples of how your organisation cares for;
  - a. The environment, eg recycling
  - b. The local community
  - c. The local economy eg purchasing local goods and services etc



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**ENTRY FORM – FRONT COVER**

Award category:
Business name and address:
Website address:
Contact name:
Position:
Telephone No:
Fax No:
Email address:
Who would collect the Award if you won?  Name:  Position:

**IMPORTANT:** Please enclose a completed form with each Award submission.  
Please return by Friday 30 November 2007 to: Anglesey Tourism Association,  
c/o Sbarc Ltd, 14 Menai Bridge, Anglesey LL59 5DW