



## BEST CARAVAN/CAMPING SITE

This Award acknowledges the huge importance of caravan holiday parks and camping sites to Anglesey tourism. Special attention will be paid to the provision of new and/or innovative facilities.

### Who can enter?

Caravan/camping sites with a Wales Tourist Board grading.

- **Commitment to excellence:**  
Wales Tourist Board grading

Customer Care – should be paramount and include all or some of the following:

- Commitment to customer care could be demonstrated by operators/staff having undergone a programme of customer care training such as Welcome Host
- Brochure produced to professional standard with detailed, accurate and clear information.
- There should be a general feeling of welcome, helpfulness and efficiency
- Assistance should be given to customers to find their pitch/caravan holiday home
- Comprehensive tourist information which may include maps, local interest guides and personal recommendations for shops, attractions and places to eat

Accommodation – where accommodation is provided operators should be able to demonstrate a commitment to maintaining quality levels through on-going investment.

- **Investment in staff training and development:**

Staff/operators should have undergone recognised training courses such as Welcome Host customer care training, or the caravan park/camping site should be participating in awards for good practice eg Investors in People. Judges will be looking for examples of how training has been put into practice and how it has improved services for guests. Investment in training must have taken place within the last two years

- **Attracting new business:**

The judges will be looking for initiatives and fresh ideas, which have brought in more business. Information should be included on the success of these initiatives

- **Accessibility:**

Caravan Parks/camping sites should clearly demonstrate a commitment towards catering for guests with disabilities. Judges will look at how the facilities cater for people with either mobility or sensory impairments, what information is provided for these guests and in what format. Consideration should be given to Access Statements and Access action plans.

- **Care for the environment:**

Operators must demonstrate an awareness of their environment. Judges will be looking for examples of action which could include using sustainable materials, energy/water saving initiatives, recycling, reducing packaging, promoting local events, forging links with community groups and using local produce (where appropriate) or employing local people. There are several sustainable business schemes in operation and participation in one of these would be seen in a favourable light.



## CARAVAN HOLIDAY PARK/CAMPING SITE ENTRY FORM

1. How long have you been in business at this location? (years and months)
2. Give a brief history of your caravan holiday park/camping site (maximum 100 words)
3. What was the occupancy for the last year?
  - a. Total occupancy for the year \_\_\_\_\_ %
  - b. What percentage was repeat business? \_\_\_\_\_ %
  - c. Occupancy during high season (April-September) \_\_\_\_\_ %
  - d. Occupancy during low season \_\_\_\_\_ %
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 business 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. Describe briefly how you deal with customer care, including enquiries, arrivals, the stay itself and complaints. Give examples (max 100 words)
9. 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 services provided to guests?

10. Are any of your caravans or facilities designed for the disabled? Give a brief description. If not, how would you cope with a disabled guest? Have any employees attended "Welcome All" training or its equivalent?
11. Give specific examples of how your organisation cares for;
  - a. The environment eg recycling
  - b. The local community eg forging links with local community groups
  - c. The local economy eg purchasing local goods and services



MON 2008  
ANGLESEY  
TOURISM AWARDS  
GWOBRAU TWRISTIAETH MÔN

**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