

COACH TOURISM'S **HIGHEST ACCOLADE**



Handy hints: What to include with your entry

The judges will be looking for evidence to support your entry in the British Coach Tourism Awards.

If you're entering the 'supplier' side of the awards (coach friendly destination/attraction, accommodation, cross-sea carrier, dining experience, tour wholesaler etc.), the judges will want evidence that you provide the best service possible to coach and group tour organisers.

If you're entering the 'operator' side of the awards (coach operator, driver or tourism professional of the year, holiday programme, etc.), the judges will be looking for evidence that you're a professional business, that your customers place you above the competition, and that you effectively promote the coach tourism industry.

The evidence you send could include any of the following (this is by no means an exhaustive list):

For the supplier side

- Executive summary
- Brochures
- Coach parking information and discounts
- Draft itineraries
- Information about familiarisation trips and travel trade events
- Passenger/driver welcome packs
- Reward schemes
- Evidence of partnerships with other attractions/local authorities/businesses
- Testimonials from customers
- Entertainment schedules
- Website information and development
- Accessibility information
- Digital media including photos and videos
- Promotional campaigns

For the operator side

- Executive summary
- Brochures and programmes
- Testimonials from customers
- Evidence of customer engagement
- Digital media including photos and videos
- Promotional campaigns
- Passenger welcome packs