**Hospitality Business of the Year Award***(Please note that all applications forms need to be uploaded to the IW Chamber Awards website along with supporting documents. Emailed or posted forms will not be accepted)*  
This award recognises the establishments that are excelling in the leisure and hospitality sector throughout the year. Judges will be looking for high standards of service and delivery in their field, which might be dining, accommodation, wellbeing, relaxation or a leisure experience.

**1. Introduction** – *Tell the judges about your business. Tell us what you do and who /where your customers are. Give us a bit of background about your organisation – what you do, how you started your journey, how long you have been established, how many staff you employ and any other information you believe is relevant*.

**2. What is your business concept and strategy?** (10 marks)

**3. What makes your business exceptional - what makes you stand out from your competitors?** (20 marks)

**4. How has your business success been achieved against your strategy?** (10 marks)

**5.** **Evidence of customer satisfaction and quality of service / product. Feel free to include external ratings (eg Trustpilot, Tripadvisor, social media) or industry awards.** (20 marks)

**6.** **Financial performance so far. Provide solid evidence of turnover, profit, growth etc.** (20 marks)

**7. Future potential. Demonstrate projections for future growth and sustainability of business.** (10 marks)

**8. Innovation. Can you show examples of how your business has innovated to grow?** (10 marks)

**9. External web links if appropriate.** (0 marks)