**Tourism 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 strong performance of a business in the tourism sector. Judges will be looking for distinctive high quality products that enhance the Island’s offer to visitors.

**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)