



Highland & Islands Thistle Awards (HITA)

Best Bar or Pub

Criteria and Questions

This award celebrates the key role of bars and pubs as part of the Scottish visitor's memorable experience. Our licensed trade provides visitors with a wide variety of options, from traditional music and fayre by the fire to bespoke cocktails.

We are celebrating those offering an authentic, cultural experience with a warm welcome. Businesses should have sustainability at their heart and strive to support the local community.

Who should enter?

Any business which considers its main activity to be a bar or pub.

Executive Summary. (200 words)

The purpose of the Executive Summary is to give judges a general overview and better understanding of your business. Although not an exhaustive list, some examples of the type of information judges will be looking for are listed below. **This question is not scored and is for background information only.**

- Types of services on offer
- Size and purpose of your business
- How long you have been operating
- Any other information you feel is relevant

1. Please demonstrate your approach to delivering exceptional visitor experiences. Please provide examples of what sets you apart from the competition. (500 words)

Provide **clear evidence** of activity and outcomes within the time period **1st May 2022 – 31st March 2023**.

2. What are your aspirations/ambitions for the next 12 – 18 months and how will you measure success? (500 words)

You should provide **clear evidence** of future planning and how this will be **monitored / measured**. Please cover any areas you think are relevant although you may wish to include aspects such as:

- Plans for new and innovative products/services
- New collaboration and/or partnership working
- Targeting new customers
- How will you respond to current market influences?

3. Please demonstrate your business or event's commitment to Responsible Tourism. (500 words)

In line with the Outlook 2030 strategy's ambition for sustainable and responsible growth, it is important that the tourism and events industry in Scotland continues to develop in a responsible way. Please cover any of the [four priority areas of Responsible Tourism](#) where relevant, but you may wish to highlight:

- Your approach to managing and minimising food waste
- Your approach to seasonal/local food and drink sourcing
- How you ensure your bar/pub is inclusive and accessible to all
- How your bar/pub invests in, and engages with, the local community