

## Best Outdoor or Adventure Experience

### Criteria and Questions

Outdoor, adventure, tour and wildlife experiences are a key part of what makes a visit to Scotland so unique and memorable. With a vast and varied landscape full of opportunity for adventure and excitement, there truly is an activity for every visitor. This category celebrates businesses that provide unforgettable, quality and authentic experiences to their visitors who engage with the landscape and local communities in a positive and environmentally sensitive way.

#### **Who should enter?**

Businesses large and small that provide exceptional outdoor, adventure, tour (guided or self-guided) or wildlife experiences and have a focus on delivering real visitor satisfaction.

#### **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 **1<sup>st</sup> May 2023 – 31<sup>st</sup> March 2024**

- The attention to detail paid to all aspects of the visitor experience – from pre-arrival (digital presence) through to post-visit – to ensure all needs are proactively met and the experience is personalised for every visitor
- Any training or development your team has undergone to provide consistent standards across your attraction to enhance the visitor experience
- How do you listen and make improvements based on feedback – provided directly or through third party sites? Do you consult and involve staff in the process?

#### **2. What actions are you currently undertaking to develop your business? What do you hope to achieve and how are you measuring success? (500 words)**

Provide **clear evidence** of current developments and how benefits will be **monitored / measured, e.g. through visitor feedback, increased revenue, target market statistics**. Cover areas you think are relevant, you may wish to include:

- Internationally targeting new markets or increasing footfall
- Obtaining an external assessment of quality and experience (e.g. awards schemes, customer ratings)
- Plans for new and innovative products/services/routes
- New collaboration and/or partnership working

#### **3. Please demonstrate your business' 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:

- Supporting Scotland's transition to a low carbon economy. e.g. Promote sustainable practices undertaken in your experience (use of electrical vehicles; waste management; promotion of public transport within directional advice for visitors)
- Ensuring tourism and events in Scotland are inclusive. e.g. full access guide available online; foreign language provision where appropriate; relevant staff training; range of experiences available to suit different visitor abilities and interests
- Ensuring tourism and events contribute to thriving communities. e.g. hiring local staff; promoting local businesses; supporting local suppliers
- Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage. e.g. promoting the local area, including nearby businesses and other attractions; compliance with The Scottish Outdoor Access Code.