



Best Self-Catering or Unique Stay

Criteria and Questions

This category celebrates those providing outstanding accommodation, which do not consider themselves a hotel, inn or guest house. Businesses should provide an authentic Scottish experience and genuine engagement with the visitor, whether online or in person, and exceptional service. This award celebrates those providing a unique, bespoke accommodation experience to suit visitors' travel style, while ensuring true Scottish hospitality is at the forefront of the offering.

Who should enter?

If you offer overnight accommodation but are not a hotel, inn, guest house or B&B – then this award is for you! Examples may include, but are not limited to: self-catering or serviced apartments, holiday lets, wigwams, campsites, caravan parks, campervan hire, hostels or budget accommodation, agritourism businesses with an accommodation offering.

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 guest 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 2023 – 31st March 2024**.

- The attention to detail paid to all aspects of the guest experience – from pre-arrival (digital presence) through to post-visit – to ensure all needs are proactively met and the experience is personalised for every guest
- The unique aspects of your accommodation on which your guests comment most positively
- If applicable, any training or development has your team undergone to provide consistent standards across your accommodation portfolio to enhance customer experience
- The ways in which you intentionally bring a sense of place to your accommodation – e.g. proactively encouraging guests to enjoy the local area; include products from local artisans or producers in welcome hampers; promoting local businesses

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)

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

- Intentionally targeting new markets or increasing occupancy rates
- Obtaining an external assessment of quality and experience (e.g. awards schemes, customer ratings)
- Plans for new and innovative products/services
- 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:

1. Supporting Scotland's transition to a low carbon economy. e.g. Promote sustainable practices undertaken in your accommodation, i.e. increasing energy efficiency, encouraging recycling
2. Ensuring tourism and events in Scotland are inclusive. e.g. providing for guests with access requirements; enhancing the offering to welcome all kinds of guests such as families or dogs
3. Ensuring tourism and events contribute to thriving communities. e.g. working with local businesses, craftspeople and suppliers, hiring local staff
4. Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage. e.g. promoting nearby businesses, visitor attractions and outdoor experiences, sharing information about local culture and heritage