

Best Visitor Attraction

Criteria and Questions

Scotland has a wealth of unique and fascinating visitor attractions, from castles and palaces to nuclear bunkers and a hollow mountain experience! This category celebrates the variety of opportunity provided to Scotland's visitors, and the attractions which provide world class service with an authentic Scottish experience. Attractions should provide a warm welcome to all visitors and have sustainability at their heart.

Who should enter?

For visitor attractions that demonstrate exemplary levels of customer service and visitor satisfaction. This category is open to visitor attractions of all types and sizes.

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 2023 – 31st 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?
- How do you integrate elements of Scottish language, culture and heritage where relevant?.

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 visitor feedback, increased revenue, target market statistics**. Please cover any areas you think are relevant although you may wish to include aspects such as:

- Intentionally targeting new markets or increasing footfall
- Obtaining an external assessment of quality and experience (awards schemes, customer ratings etc)
- 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 attraction, eg. increasing energy efficiency; provision of electrical vehicle charging points; incentive for visitors arriving by foot or pedal bike; encouraging recycling; reducing food waste
2. Ensuring tourism and events in Scotland are inclusive. e.g. full access guide available online; foreign language provision; catering to visitors with various dietary preferences; autism/dementia friendly options; relevant staff training
3. Ensuring tourism and events contribute to thriving communities. e.g. hiring local staff; working with local businesses; selling local products in retail and catering environments
4. 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; delivery of any relevant events that promote Scottish culture and nature