



Unsung Hero Award

Recognises an individual working or volunteering for a tourism business who deserves to be applauded for their work and commitment to the industry. This award aims to celebrate those who quietly uphold the industry's success, but whose contributions often go unrecognised. It is not generally intended for senior leadership, business owners or those already in-high profile roles.

This sample application form is for information only and all applications must be made via the online application system.

Useful information before you start your application

Before you start your application:

1. Read and accept the **Applicant Terms and Conditions** when prompted.
2. Make sure that you are eligible for the category you are considering applying for. Read the **eligibility criteria** carefully, if you are deemed ineligible you may be moved to another category where you would be eligible, or your application may be discounted altogether. If you are not sure whether you are eligible, check with the competition organiser before completing your application.
3. To avoid duplication in your responses, read all the **questions** before you start. For most categories each question covers a different aspect of your business, e.g.
 - a. Question 1 – **Top Qualities**
e.g. unique selling points, strengths and the essence of the business
 - b. Question 2 – **Recent Improvements**
e.g. business developments and improvements over the last two years
 - c. Question 3 – **Results**
e.g. recent successes from across the business – providing figures where relevant
 - d. Question 4 – **Future Plans**
e.g. plans to develop and promote the business over the next year
4. Read the **guidance information** starting ‘judges will be looking for . . .’ for suggestions on what to include in your answers.
5. By setting up an **account** you can save your work and come back to it later – you don’t have to start and submit your application in one sitting.
6. Take your time but be mindful of the **closing date** for applications.
7. Be aware of the **word limits**, they are exact. We would recommend you use the full word count where possible.
8. **Proof your entry** before submitting.

Good luck!

Eligibility criteria

- Works for a business directly involved in tourism, making a contribution to the visitor economy with a significant proportion of business generated by people visiting from outside the local area.

Works for a business that meets the following criteria:

- Only tourism businesses who directly serve the end-users (i.e. the tourist/ visitor/ guest) and who control the visitor experience are eligible.

This includes a number of different types of business:

- Accommodation e.g. hotels, bed & breakfasts, guest houses, self-catering/serviced apartments, hostels, holiday boats, camping, caravanning, glamping, lodges, shepherds huts, chalets
- Hospitality i.e. a single food and beverage service business e.g. pub, restaurant, café, tea room, coffee shop, bistros, food and drink markets, kiosks & street food (in a regular location). [For these purposes the definition of a food and drink market is a collection of independent food and drink establishments with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]
- Transport services e.g. rail, road, water, airports and rental
- Guided tours
- Cultural services, e.g. theatres, musical entertainment venues, sporting venues
- Business events venues
- Sporting, adventure and recreational activities
- Retail i.e. a single retail outlet or shopping centre that attracts a significant number of people visiting from outside the local area [For these purposes the definition of a shopping centre is a collection of independent retail stores with ancillary services (e.g. parking area, toilets, security, visitor information) and maintained by a management firm as an entity.]
- Businesses providing supporting services to visitors in-person within the destination e.g. visitor information providers, left luggage services
- Visitor attractions that meet the visitor attraction definition: a permanently established excursion destination, a primary purpose of which is to allow access for entertainment, interest, or education and can include places of worship; rather than being primarily a retail outlet or a venue for sporting, theatrical, or film performances. It must be open to the public, with or without prior booking, for published periods each year, and should be capable of attracting day visitors or tourists as well as local residents
- Travel agencies and other reservation services, including tour operators and destination management companies
- Events and festivals, if they fulfil the following criteria:
 - An application can relate to an event/ festival that was held in 2025 or 2026. If it was held in 2025, it must take place again at least once between 01 January 2026 and 31 March 2027
 - The event/ festival must have the intention to be re-occurring (taking place at least once every two years), and by the time of national judging (March/April 2027) must have a date already confirmed and published for an event/festival to be held after 31 March 2027
 - For event companies that run several events/ festivals, the application must relate specifically to one named event/ festival
- Will be an individual and not a team
- Must be nominated by a colleague or by a local awards competition judge

- Demonstrates commitment, passion and enthusiasm for their work and the tourism industry; exceeds expectations and is an inspiration to their colleagues
- Nominees should not only being proficient in their role, but demonstrate going above and beyond, making a significant contribution
- Works in any area of the business; does not need to be in a customer-facing job role
- Unlikely to be a business owner or a senior manager
- May be new to the tourism industry or have worked in the industry for some time
- Only one application is required per nominee
- If the nominee moves business/organisation between nomination and the awards ceremony, they will remain eligible, provided they are still working in the tourism industry and their new employer supports their nomination.

Nominee's details

(not scored)

Nominee's name:

Enter the nominee's name here.

Nominee's business/employer:

Enter the nominee's business/employer here.

Nominee's job title:

Enter the nominee's job title here.

Date nominee started current job role:

Enter the date the nominee started current job role here.

Nominee's previous job titles with the same employer, including dates:

Enter nominee's previous job titles with the same employer, including dates here.

Link to LinkedIn profile (if available):

Enter the link to LinkedIn profile (if available) here.

Nominator's details

(not scored)

Nominator's name:

Enter the nominator's name here.

Nominator's job title:

Enter the nominator's job title here.

Nominator's phone number:

Enter the nominator's phone number here.

Nominator's email:

Enter the nominator's email here.

Nominator's business name:

Name of business application relates to. Give the name used to promote the business, as you wish it to appear in all publicity materials, on certificates, in presentations etc.:

Enter the nominator's business name here.

Nominator's business address:

Enter the nominator's business address here.

Does the nominee know that they are being nominated?

Enter yes or no here.

Nomination

(this question is 100% of the final score)

Describe why the nominee deserves to win this award and include at least three examples of exceptional contribution by the nominee (500 words maximum).

One or more of the following example areas may be relevant to address in your answer (it is not mandatory to cover every area):

- Impressive operational efficiency
- Innovative approach to problem solving
- Career progression
- Exceeding expectations
- Actively seeking learning and development opportunities
- Achieving positive business impacts
- Being a team member and inspiring colleagues
- Outstanding customer service
- Received recognition from peers or general public through staff or visitor reviews
- Entrepreneurial flair
- Overcoming adversity

Enter the nomination here.

Links to relevant supporting evidence online (optional):

It is not a requirement to submit supporting evidence; however, if you do, ensure that the focus is on the quality and relevancy of the evidence submitted rather than quantity. Any written answers that are included within the supplementary evidence attempting to circumvent the question word counts will be disregarded.

Enter links to supplementary evidence here.