

# Best Hospitality Business

*The hospitality industry has grown significantly in recent years and competition is fierce – so how do you stand out from the crowd? And how do you demonstrate to your guests or customers that you ‘go the extra mile’? If you’re a pub, restaurant, bar, club, hotel, venue or nightspot that has those extra USPs, you need to let everyone know!*



## Judging Criteria:

- The level of excellence and achievement demonstrated by the hospitality business in their industry
- The overall customer satisfaction and quality of service provided by the hospitality business
- The level of innovation and creativity demonstrated by the hospitality business in their operations and guest experiences
- The impact of the hospitality business on their industry or community
- The overall leadership and culture demonstrated by the hospitality business

**Instructions:** Please use no more than 500 words to answer each of the below questions. All questions are mandatory.

To submit this form, you can either:

1. Edit it on your computer and send it as an attachment to: [awards@lifeinmagazines.co.uk](mailto:awards@lifeinmagazines.co.uk)
2. Print it out and post to: The ABBBAs, Luna Creative Media Ltd, 3<sup>rd</sup> floor, Devonshire House, 29-31 Elmfield Road, Bromley, Kent, BR1 1TF.

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**Your name:**

**Business name:**

**Your position in business:**

**Phone number:**

**Your email address:**

**Website:**

**How long has the business been established?**

**What’s the nature of the business?**

1. In what ways do you go ‘above and beyond’ for your customers? How do you stand out in your community?
2. Are you involved with any other groups, activities, charities etc on a local scale? Please give details and explain how this makes an impact.
3. How do you strive to deliver excellent customer service within your team or the business? Can you provide examples of customer satisfaction (eg testimonials, feedback etc)
4. How do you encourage and adopt a positive working environment with your employees?
5. What are the company’s future goals and aspirations within the local community and/or hospitality industry?