

Engaging with the best in Tourism from the South West 2025/26



Would you like:

- to engage with one of the most important industries in the South West
- a higher profile in the tourism and hospitality industry
- more quality customers
- free places at the South West's most prestigious tourism awards events
- access to a targeted audience - Cornwall, Bristol, Bath and Somerset, Dorset, Devon, Gloucestershire, or a combination, there is no limit
- promotion through our websites and social media
- networking opportunities with other like-minded professionals/sponsors
- introductions to the best tourism and hospitality businesses in the South West?

Last year saw 482 entries from top tourism businesses across the South West, including 137 from Cornwall and Scilly, 142 Devon, 104 from Bristol, Bath, Somerset, Wiltshire and Gloucestershire and 99 from Dorset, the majority of them businesses that could benefit from your services.

Websites saw 119,000 page views (an increase of 6%) and 56,000 User Engagement. Social media also saw growth with our Facebook account having 2,800 following and an organic reach of 105,000, our Instagram account growing to 3,500 followers and our LinkedIn accounts growing to 6,900 and 635 followers for our personal account and awards accounts.

Benefits to you include:

- **YEAR-ROUND PROMOTION** – Starting with the launch in March/April and extending right through to the awards events in October to December 2025 and beyond.
- **FLEXIBLE APPROACH** – We will work with you to tailor your sponsor package to help you achieve your goals.
- **MORE IS LESS** – Sponsors wishing to be involved in more than one scheme across the South East and South West can take advantage of special discounted rates.
- **PERSONAL SERVICE** – As awards supporters you can contact us at any time and be assured that we will work with you to help you achieve your goals.

About us ...

Our annual 'Outstanding' accreditation in the Awards Trust Mark scheme demonstrates the integrity of our processes and independence of judging.

2025/26 will see us building on our experiences and industry feedback from the last few years with:

- Further opportunities for industry workshops at which sponsors and partners are welcome
- Awards and extra informal events with opportunities for networking
- A continued focus on the county schemes

Eligible County winners in most categories will be nominated for the national [VisitEngland awards](#) in which entries from across the South West have excelled over recent years.

We also run the [Beautiful South Awards](#) covering the whole South East England from Hampshire and the Isle of Wight across to Kent and up to Oxfordshire. Special rates apply in these to South West sponsors.

If you would like more business don't miss out and get in touch with us today.

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SERVICES FOR TOURISM



Awards Sponsorship, Partnership and Supporter options

2025-26 Rate Card – Categories 'in red' are already reserved, those in 'amber' on hold. All figures plus VAT at prevailing rate. *Categories with asterisks link to the national VisitEngland Awards.

Scheme:	Dorset	Cornwall	Devon	Bristol, Bath & Somerset
Sponsor Option:				
Title sponsor	£4,515	£7,350	£7,350	£4,515
Winner of Winners	£2,430	£4,630	£4,630	£2,420
PEOPLE CATEGORIES				
Outstanding Contribution	£1,870	£2,540	£2,540	£1,870
Unsung Hero Award*	£1,870	£2,540	£2,540	£1,870
CATEGORIES OPEN TO ENTRANTS FROM ALL SECTORS				
Access & Inclusivity Award*	£1,380	£1,820	£1,820	£1,380
Regenerative Tourism (was Ethical, Responsible & Sustainable Tourism) *	£1,870	£2,540	£2,540	£1,870
New Business Award*	£1,380	£1,820	£1,820	£1,380
International Tourism Award*	£1,380	£1,820	£1,820	£1,380
Dog Friendly	£1,380	£1,820	£1,820	£1,380
Tourism Event & Festival	£1,380	£1,820	£1,820	£1,380
Visitor Information Award	£1,380	£1,820	£1,820	£1,380
VENUE CATEGORIES				
Wedding Venue Award	£1,380	£1,820	£1,820	£1,380
Business Events Venue Award*	£1,380	£1,820	£1,820	£1,380
ATTRACTION & EXPERIENTIAL CATEGORIES				
Large Attraction (>75,000 visitors pa)*	£1,870	£2,540	£2,540	£1,870
Small Attraction (<75,000 visitors pa)*	£1,380	£1,820	£1,820	£1,380
Spa & Wellbeing experience*	£1,380	£1,820	£1,820	£1,380
Tourism Experience (Active or Learning)*	£1,380	£1,820	£1,820	£1,380
FOOD & DRINK CATEGORIES				
Restaurant*	£1,870	£2,540	£2,540	£1,870
Casual Dining*	£1,870	£2,540	£2,540	£1,870
Café and Tearoom*	£1,600	£2,150	£2,150	£1,600
Pub*	£1,870	£2,540	£2,540	£1,870
ACCOMMODATION CATEGORIES				
Large Hotel*	£1,870	£2,540	£2,540	£1,870
Small Hotel*	£1,870	£2,540	£2,540	£1,870
B&B and Guesthouse*	£1,600	£2,150	£2,150	£1,600
Camping & Caravanning Park (Touring)*	£1,870	£2,540	£2,540	£1,870
Holiday Park & Village (Static & Chalet)*	£1,870	£2,540	£2,540	£1,870
Glamping*	£1,380	£1,820	£1,820	£1,380
Self Catering Accommodation*	£1,870	£2,540	£2,540	£1,870
CATEGORIES IN SOME SCHEMES ONLY				
Future of Hospitality (Dorset) and Age Friendly (BBS)	£1,650	NA		£1,650
Special	Special categories possible by arrangement – talk with us ASAP!			
Supplier sponsor - Wine, Beer, Coffee, AV, etc	In kind – please talk to us if interested in being a supplier in kind			
Discounts across 2 or more schemes				
2 awards	12.50%			
3 awards	20%			
4 or more awards	By negotiation			
Beautiful South Awards	Special rates for South West sponsors – just ask			

Scheme:	Dorset	Cornwall	Devon	Bristol, Bath & Somerset inc Glos	South West (portal)
HEADLINE SPONSORS – all of the following and more! Please talk to us					
DIGITAL – YEAR ROUND					
Links and info on NEW Awards websites	Your logo, weblink and up to 100 words about you on the Sponsor section and other pages of the relevant awards website from March/April 2025 to Spring 2025. Also inclusion in 'Latest News' sections and social media posts when you advise us of specific campaigns, messages, events etc you're keen to promote				
Website links	dorsettourismawards.org.uk	cornwalltourismawards.org.uk	devontourismawards.org.uk	somersettourismawards.org.uk	southwesttourismawards.org.uk
Latest Videos on Youtube	DORSET	CORNWALL	DEVON	BBS	SOUTHWEST
2024/25 web stats					
● User Engagement	9,990	13,330	10,500	9,220	12,575
● Users	15,950	20,015	16,210	46,525	20,620
Facebook, LinkedIn & Instagram	Facebook: facebook.com/swtourismawards (2,800 followers, 105,000 organic reach) LinkedIn: linkedin.com/in/robinbarkeruk (6,900 connections) and https://www.linkedin.com/company/southwesttourismawards (635 followers) Instagram: instagram.com/swtourismawards (3,500 followers)				
EVENTS					
Awards Events (tickets, networking and profile)	Weymouth Pavilion – 16 Oct 2025	Truro Cathedral – 13 Nov 2025	Sandy Park, Exeter – 27 Nov 2025	Apex Hotel, Bath – 20 Nov 2025	No SW Event
Video and photos	Opportunity to be featured in event videos (broadcast on Youtube as well as websites) and photography				
Winter gatherings	Invites to informal face-to-face events with finalists and sponsors, from Jan 2025 (Existing and new sponsors signing up promptly for '25 invited.				
AND..					
Trophies & Certificates	Sponsor Logo on certificates issued to all winners for display at their establishments and (where possible) on Trophies				
Sponsor Logo	Use of Awards Sponsor logo – for sponsor use in PR, social media, websites etc				
Access to entrants	Opportunity for messages to all entrants via Services for Tourism				
Access to finalists	Access to contact list of finalists across all categories (not just sponsored category) once these are announced				
PR & Social Media	Inclusion in PR announcements of finalists and winners via Press Releases, Facebook, LinkedIn and Instagram				
Events and Webinars	Invitation to additional events – when possible – and the chance to co-host webinars and/or for us to help as speakers at your own events				
Exclusivity & no-competitor clauses	We aim to work with sponsors and supporters from diverse businesses to maximise opportunities for all and avoid direct competitors within the same scheme. Exclusivity can be secured on an individual basis subject to an additional exclusivity payment, details can be provided on request.				
New opportunities	First refusal on involvement in other Services for Tourism initiatives (eg West Country Tourism Conference – westcountrytourismconference.org.uk)				
WE APPRECIATE THAT EVERY SPONSOR HAS DIFFERENT GOALS AND PREFERENCES - JUST TELL US WHAT YOU WANT TO ACHIEVE					