

Durham Tourism Superstar 2024



Nominations for Durham Tourism Superstar 2024 must:

- Work for a tourism business or organisation in Durham
- Must be knowledgeable and passionate about the destination
- Go above and beyond the call of duty to make an experience to remember for visitors
- Be aware that they have been nominated
- Be available and willing for their image to be used for publicity
- Be willing to take part in publicity for VisitEngland's national awards should they be shortlisted.

Durham Tourism Superstar will be nominated for the VisitEngland National Tourism Superstar 2025.



- 3 national superstar winners from Beamish Museum and Durham Cathedral
- 3 finalists from Auckland Castle, Hall Hill Farm and Walworth Birds of Prey Centre

Why nominate?

1. **Employee motivation** –recognise and reward the hard work and achievements whilst increasing team pride.
2. **Publicity** – Winning can generate significant amounts of publicity (locally, regionally and possibly nationally)
3. **A sign of quality** - A great way of differentiating from competitors and send out positive signals to customers highlighting a commitment to excellence and quality standards
4. **An assessment tool** – Entering an award is a valuable opportunity to properly appraise your business – the research process can help you think about ways you could be doing things better.



Durham Tourism Superstar 2024 launch	March 2024
Closing date for nominations	Friday 7 th June 2024
Shortlist announced	<u>w.c</u> Monday 10 th June 2024
Online voting open	<u>w.c</u> Monday 17 th June until Tuesday 3 rd July 2024
Winner announcement	July 2024 (tbc)



Nominate now.....

For full guidelines and to nominate

<https://www.visitcountydurham.org/durham-tourism-superstar/>



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