



Top 100 Hospitality Business Awards – Your Questions Answered

Congratulations on winning a 2018 Top 100 Hospitality Business Award!

As the awards are new for 2018, we thought we'd drop you an email to give you a little more information and possibly answer some of your questions. But please feel free to contact us if you require any further information.

Q) What are the Top 100 Business Awards?

A) New for 2018 and organised by Hospitality Ulster, the Top 100 Hospitality Business Awards recognise those who through their premises, staff and product offer, encompass the very essence of our unique hospitality industry; going the extra mile to deliver a great customer experience that serves both their target audience and customer demographic.

Q) Is the Top 100 a shortlist, with the winners announced at the Gala Ball on the 21th February?

A) NO! The Top 100 is NOT a shortlist. Every business listed in the Top 100 is a winner and will be presented with their award at the Gala Ball on the 21st February!

Q) Are the Top 100 Awards given to a single premise or a company/group?

A) The Top 100 Awards are given to individual premises, some of which may be part of a larger company or group.

Q) Is the Top 100 listed 1 to 100 with number 1 being the best?

A) NO! All premises in the Top 100 are equal. They have been included because they encompass the very essence of our unique hospitality industry in serving their target

audience and customer demographic. All of the Top 100 premises will be presented with their Top 100 award in alphabetical order at the Gala Ball on the 21st February.

Q) Who organises the Top 100 Hospitality Business Awards?

A) Hospitality Ulster organises the Top 100 Hospitality Business Awards, and as such they are the only NI Hospitality Awards awarded by the industry.

Q) Who nominated/entered my premises for the Top 100 Awards?

A) Entry is through nomination rather than application and anyone can nominate any eligible premise through various channels- including trade press, online and self-nomination. Therefore you may have been unaware that you were nominated. The name of the person who made the nomination is confidential.

Q) Who is eligible to be nominated?

A) Nominations are open to all of Northern Ireland's Pubs, Bars, Café Bars, Licensed Restaurants and Hotels.

Q) How were nominations judged for inclusion on the Top 100 list?

A) Hospitality Ulster established a panel of industry peers, who through several rounds of deliberation and voting selected the Top 100 premises for inclusion.

Q) Can I appeal the panel's decision?

A) No, the panel's decision is final and no correspondence will be entered into.

Q) What criteria were used to select the premises for inclusion in the Top 100?

A) The core criteria for inclusion on the Top 100 Hospitality Business Awards:

Through their premises, staff and product offer, a Top 100 Hospitality Business must encompass the very essence of our unique hospitality industry; going the extra mile to deliver a great customer experience that serves both their target audience and customer demographic.

To assist with the selection process, the following guidelines were used by our anonymous panel of industry peers when considering businesses for inclusion in the 'Top 100'.

Guidelines

- The business, premises and staff must encompass the very essence of our unique hospitality industry

- The business must go the extra mile in delivering a great customer experience that serves their target market and customer demographic
- The business must deliver a high-quality product experience that matches their target market and customer demographic
- The premises must have the correct level of investment to ensure the fabric of the premises in in keeping with its target market and customer demographic
- The premises must have good hygiene standards
- You would recommend visiting the premises to your family, friends and visitors

Other criteria that may be considered

- The business demonstrates a commitment to the community that matches their target market and customer demographic
- The premises provide a unique customer experience that serves their target market and customer demographic

Once again, congratulations on being awarded a 2018 Top 100 Hospitality Business Award and I look forward to seeing you at the Gala Ball on the 21st February 2018!

