MEMBERSHIP INVITATION
Welcome to the Scottish Hotel Awards

Founded in 2003 to recognise, reward and encourage hospitality excellence in Scotland, the Scottish Hotel Awards are the result of a year-round programme of continuous assessment by a team of expert hospitality professionals.

Scottish Hotel Awards members offer guests distinctive, charming and stylish places to sleep, eat and drink while on their travels around Scotland. The Awards recognise the very best places to stay, highlight the shining stars of hospitality who make guests’ dreams a reality and celebrate the important contribution these businesses and people make to Scotland’s tourism and hospitality sector.

As Scotland’s leading independent awards, they are the only impartially assessed recognition programme for both properties and people.

Why join the Scottish Hotel Awards?

- Awards membership secures the independent endorsement of your business on a global stage
- As a showcase of Scottish hospitality, Awards membership affirms your commitment to impeccable service and guest experience
- The adjudication and reporting process publicly celebrates your finest points and professionally suggests where improvements may be made
- All members benefit from the extensive, targeted international reach of Scotland Magazine, BRITAIN magazine and Discover Britain magazine engaging with over 650,000 potential visitors across the print, digital, e-mail and social media portfolio.
- The annual Awards Gala Dinner is the ultimate celebration of your industry and an opportunity to network with your peers
- The results cement winners’ status as leading hospitality providers to visitors from across the globe

Who can join the Scottish Hotel Awards?

The Scottish Hotel Awards are open to any property rated three-star equivalent or above looking to acknowledge their excellence and their staff’s contribution. Each property receives year-round marketing to boost their brand and drive bookings.

People of Excellence Awards

Exceptional hospitality comes from exceptional people. Recognise your colleagues for their exceptional service, commitment and achievements by nominating them in the bi-annual People of Excellence Awards which showcase and reward the very best hospitality professionals in Scotland.

“Our entire brigade was so very honoured to receive the award for Scotland’s National Hotel of the Year. The award was something which so many people spent year after year working towards...and it has helped heighten our awareness nationally and internationally.” Balbirnie House
Global reach

The Annual Scottish Hotel Awards is instrumental in showcasing the very best of Scottish hospitality and helping to guide the booking decisions of thousands of guests choosing to experience the country’s top service providers. Your membership will pave the way for you to reach over 650,000 potential visitors, guests and customers nationally and internationally. Now part of the Chelsea Magazine’s network, Scottish Hotel Awards members will benefit from an even wider and integrated engagement with captive audiences via our BRITAIN and Discover Britain platforms.

MAGAZINE
Scotland Magazine
BRITAIN
Discover Britain
345,000
Global readership
112,000
Circulation
51,000
North American subscribers
33,000
International newsstand

Digital
ScottishHotelAwards.com
ScotlandMag.com
Britain-Magazine.com
DiscoverBritainMag.com

ScottishHotelAwards.com
The online home for the Scottish Hotel Awards, ScottishHotelAwards.com has more than 132,000 unique visitors per month from around the world. Reaching tourists and business travellers, and with 1.5 million page views, ScottishHotelAwards.com is an essential source of information for guests researching where to stay.

Scotland Magazine
Published 6 times a year every issue of Scotland Magazine delves in to the history of Scotland; from the mysterious clans to the great leaders, from the spirited creative individuals to the historical life of Scotland’s greatest castles and houses. Filled with the wonderful hidden secrets of the country, Scotland Magazine captures the spirit of this great nation, explores its history and heritage and recommends great places to visit.

BRITAIN
BRITAIN is the perfect choice for everyone with a thirst for the UK’s rich history and traditions. Each issue is a glorious surprise, packed with tales of kings and queens, heroes and villains and the tales behind our castles and cathedrals, stately homes and gardens, countryside and coastline.

Discover Britain
With its broad mix of respected writers and exclusive, behind-the-scenes photography, this charming magazine delivers a contemporary perspective on Britain that celebrates both its heritage and its modernity. From Britons who enjoy city breaks and ‘staycations’, to international visitors looking for adventure, Discover Britain provides an immersive travel experience.

“Bookings for the next 180 days showed a rise of 1,200 room nights on the same period of last year.” Auchrannie Resort

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## Memberships and benefits

<table>
<thead>
<tr>
<th>Platinum Membership</th>
<th>Gold Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Pack including plaque showcasing membership status</td>
<td>✓</td>
</tr>
<tr>
<td>Research Judge Visit &amp; guaranteed overnight stay</td>
<td>✓</td>
</tr>
<tr>
<td>Detailed Property Report</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Comprehensive Online Coverage</strong></td>
<td></td>
</tr>
<tr>
<td>SHA Awards Website Directory</td>
<td>Premium Annual listing</td>
</tr>
<tr>
<td>The Britain Guide Online Directory</td>
<td>Premium Annual listing</td>
</tr>
<tr>
<td>SHA Awards Website Display Advertising</td>
<td>Website advert on rotation for a year</td>
</tr>
<tr>
<td>SHA Awards Website Editorial Review (following judges visit)</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Email Marketing Campaigns</strong></td>
<td></td>
</tr>
<tr>
<td>Scotland Magazine Editorial E-newsletter inclusion</td>
<td>3 x advertorial features per annum</td>
</tr>
<tr>
<td>Solus e-mail Scottish Hotel Awards Database</td>
<td>1 per annum</td>
</tr>
<tr>
<td>Solus e-mail Scotland Magazine Database</td>
<td>1 per annum</td>
</tr>
<tr>
<td>Solus e-mail Britain Magazine Database</td>
<td>1 per annum</td>
</tr>
<tr>
<td>Solus e-mail Discover Britain Magazine Database</td>
<td>1 per annum</td>
</tr>
<tr>
<td><strong>Social Media Promotions</strong></td>
<td></td>
</tr>
<tr>
<td>Scottish Hotel Awards (FB, Twitter, Instagram &amp; Linkedin)</td>
<td>3 x posts per annum</td>
</tr>
<tr>
<td>Scotland Magazine (FB, Twitter, Instagram)</td>
<td>2 x posts per annum</td>
</tr>
<tr>
<td>Discover Britain Magazine (FB, Twitter, Instagram)</td>
<td>1 x post per annum</td>
</tr>
<tr>
<td><strong>Magazines</strong></td>
<td></td>
</tr>
<tr>
<td>Scotland Magazine ‘Places to Stay’ Editorial Directory Annual listing</td>
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</tr>
<tr>
<td>Scotland Magazine</td>
<td>1 x Quarter Page per annum</td>
</tr>
<tr>
<td>Scotland’s Best Annual Bookazine</td>
<td>1 x Quarter Page per annum</td>
</tr>
<tr>
<td><strong>Additional Benefits</strong></td>
<td></td>
</tr>
<tr>
<td>Free Copies of Scotland Magazine</td>
<td>✓</td>
</tr>
<tr>
<td>Scottish Hotel Gala ticket upgrade to VIP</td>
<td>✓</td>
</tr>
<tr>
<td>Discounts available off all print &amp; digital advertising rates with other Chelsea Magazines titles</td>
<td>✓</td>
</tr>
</tbody>
</table>

## Membership Rates:

<table>
<thead>
<tr>
<th>Type</th>
<th>Platinum Membership</th>
<th>Gold Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;B</td>
<td>not applicable</td>
<td>£500+vat</td>
</tr>
<tr>
<td>Small hotel [up to 40 rooms]</td>
<td>£950+vat</td>
<td>£620+vat</td>
</tr>
<tr>
<td>Medium hotel [41 - 100 rooms]</td>
<td>£1,200+vat</td>
<td>£800+vat</td>
</tr>
<tr>
<td>Large Hotel [100+ rooms]</td>
<td>£2,000+vat</td>
<td>£1,300+vat</td>
</tr>
</tbody>
</table>

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How it works

- Membership Level selected and benefits confirmed
- Welcome Pack received including:
  - Membership certificate for display in reception
  - Scottish Hotel Awards Entry Form
  - People of Excellence Entry Form
  - Judging Process Summary
  - Memory Stick with marketing and promotional collateral
  - Key dates for your diary & welcome gift
- Entry forms completed and returned
- Annual print, online and social media promotion schedule begins to drive bookings
- Date arranged for Research Judge* visit (full day and overnight) including a meeting with GM to provide peer to peer feedback
- Research Judge visit followed up with a detailed written report
- Research Judge report (including photographs, maps, website and social media links) featured on the Scottish Hotel Awards website
- Judging Panel meet in December to select regional and national winners
- Regional Scottish Hotel Awards winners are announced in January
- National Scottish Hotel Award winners are announced at a Gala Dinner evening attended by the crème de la crème of the hospitality industry (Edinburgh, April 2020)
- Award Winners receive extensive national and international print, digital, social coverage

*Proven General Manager with recognised success in the hospitality industry and strong business acumen

Timeline

**JULY**
- Property Awards entry forms issued
- People of Excellence (Autumn) entry forms issued

**AUGUST**
- Property Awards entry forms deadline
- People of Excellence (Autumn) entry deadline

**SEPTEMBER**
- People of Excellence (Autumn) certificates awarded
- Public nominations open online

**OCTOBER**
- Research Judge visits start People of Excellence (Winter) entry forms issued

**NOVEMBER**
- Research Judge visits complete
- People of Excellence (Winter) entry deadline
- Public nominations close

**DECEMBER**
- Judging panel meets to select regional and national winners
- People of Excellence (Winter) certificates awarded

**JANUARY**
- Regional Winners announced

**FEBRUARY**
- Scotland Magazine publishes Regional Winners

**APRIL**
- Awards Dinner
- Scotland Magazine publishes National Property, People and Grand Award winners

“We were delighted to be announced ‘Events Hotel of the Year’. This is a fantastic reflection of the team’s dedication to providing fantastic and unique weddings and corporate events. Our Head Chef was awarded Executive Chef of the Year. We are thrilled his superb menus and seasonal fare have received this award.”

Loch Lomond Arms Hotel
Awards presentations

Regional Winners
Announced in January

The winners of the Scottish Hotel Awards regional Property and People categories are announced in January and published in the Jan/Feb issue of Scotland Magazine.

National Winners
Presented at The Scottish Hotel Awards Gala Dinner at the Sheraton Hotel, Edinburgh on 26 April 2020

Edinburgh sets an impressive stage for one of the most important industry events in the Scottish hospitality calendar and further cements the importance of these awards in the Scottish travel market. This exclusive evening of festivities welcomes over 450 leading Scottish hospitality industry professionals, partners and service providers offering an unrivalled opportunity to network whilst celebrating the year’s achievements with industry colleagues.

“We are delighted to have been awarded regional winners for these categories. It’s fantastic for our team to have been recognised for the phenomenal efforts that went into what was a very busy year.”

Dalhousie Castle General Manager, James Little
Categories

Each Scottish Hotel Awards Member is invited to nominate themselves in the categories which best reflect and celebrate their strengths, expertise and areas of excellence.

We award 11 regional winners in each category in January and we present the national winners in each category in April.

### Properties (available to enter from May - November)

<table>
<thead>
<tr>
<th>Hotels</th>
<th>Serviced Apartments</th>
<th>Lodges</th>
<th>Exclusive Use Venues</th>
<th>B&amp;B / Guesthouses</th>
</tr>
</thead>
</table>
| - Airport  
- Bar Dining  
- Bar  
- Beer  
- Classic Cocktail  
- Contemporary - Gin  
- Whiskey  
- Boutique  
- Brand  | - Breakfast  
- Business  
- Castle  
- City  
- Coast  
- Conference - Small  
- Large  
- Country House  | - Country Sports  
- Fishing  
- Shooting & Stalking  
- Events  
- Small  
- Large  
- Family  
- Fine Dining Restaurant  
- Golf  
- Hotel Lodge  | - Informal Fine Dining Restaurant  
- Informal Restaurant  
- Inn  
- Island  
- Lochside  
- Most Accessible  
- Outdoor Pursuits - Biker Friendly  
- Cycle Friendly  
- Walker Friendly  | - City  
- Family  
| - Most Accessible  
- Pet Friendly  | - Pet Friendly  
- Restaurant with Rooms  
- Romantic  
- Small Country  
- Spa  
- Town  
- Weddings - Intimate  
- Large  |

### People of Excellence (available to enter from May - November)

Business & Management
- Deputy Manager  
- Duty / Operations Manager  
- House Manager  
- Revenue Manager  
- Sales & Marketing Manager

Chef
- Banqueting Chef  
- Chef  
- Executive Chef  
- Sous-Chef  
- Pastry Chef

Events & Spa
- Banqueting Team or Individual  
- Events Team or Individual  
- Spa Team or Therapist  
- Wedding Team or Planner

Service
- Concierge  
- Front of House Team  
- Housekeeper  
- Maintenance & Grounds  
- Receptionist

Food & Beverage
- Drinks Specialist / Mixologist  
- Food & Beverage Manager  
- Food & Beverage Team or Individual  
- Bar Manager  
- Restaurant Manager

### Grand Awards (selected by the research judges and judging panel)

- Rising Stars  
- Gold Laurels  
- Hotel Manager (up to 40 rooms)  
- Hotel Manager (more than 41 rooms)  
- Hotel Group  
- Hotel Management Company  
- Independent Hotelier  
- Fellowship for Contribution to the Industry

### Regions

1. Argyll & Lomond - Argyll, Dunbartonshire
2. Borders - Scottish Borders
3. Central & Fife - Clackmannanshire, Fife, Perth & Kinross
4. City of Edinburgh
5. Glasgow
6. Clyde - Inverclyde, Lanarkshire, Renfrewshire
7. The Lothians - East Lothian, Midlothian, West Lothian
8. Highlands - Highland
9. Islands - All islands from the Clyde estuary to Inner Hebrides, Na h-Eileanan Siar, Orkney & Shetland Islands
10. North East - Aberdeen, City, Aberdeenshire, Banffshire, Dundee City, Kincardineshire, Moray
11. South West - Ayrshire, Dumfries & Galloway

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New home for the Scottish Hotel Awards

Scotland’s premier independent hotel awards, The Scottish Hotel Awards, has been acquired by award-winning media specialist, The Chelsea Magazine Company.

Chelsea already organises market-leading awards in the cruise, sailing, wedding and parenting sectors, as well as playing a prominent part at events such as the Chelsea Flower Show.

Chelsea publishes Britain Magazine and Discover Britain and has acquired Scotland Magazine to sit alongside The Scottish Hotel Awards.

As the foremost publisher of British travel magazines in North America, Chelsea has over 100,000 subscribers and more than a million US readers of its magazines each year, many of whom travel regularly to the UK.

To become a Scottish Hotel Awards Member, please contact

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Partnerships Director
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+44 (0)20 7349 3741