

Engaging with the best in Tourism & Hospitality 2025/26



Would you like:

- a higher profile in the tourism and hospitality industry
- link in with Tourism South East opportunities as the regional umbrella DMO
- more customers through targeted networking
- free places at the South East's most prestigious tourism awards dinner
- access to businesses in Hampshire, the Isle of Wight, Sussex, Kent, Surrey, Bucks, Berks and Oxfordshire?
- increased exposure through our new website and social media
- direct contact with fellow sponsors
- introductions to businesses associated with excellence?

Last year saw over 130 entries from top tourism businesses across the whole of the South East - that's a lot of businesses who could benefit from your services. Our dedicated awards website also saw excellent industry engagement, with 14,700 users and 47,000 page views. Social media saw growth with our Facebook account achieving a reach of 25,000 and 5,500 visits while our Instagram account reached 4,500 with 1,200 visits. LinkedIn also performed increasingly well with over 6,900 followers.

By working with us you will get immediate visibility including:

- **YEAR-ROUND** – Benefits start with the launch of the awards to industry in March/April and extend right through to and beyond the awards events in December 2025.
- **FLEXIBLE** – All arrangements are flexible and can be adapted to meet your needs. Please share your aims with us, and let us help you achieve them
- **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 rates.
- **CLIENTS** – As awards supporters, we see you as our clients. Please keep us updated on your plans and ideas on how we can help.

About Us ...

The Beautiful South Awards are a Tourism South East event organised on TSE's behalf by Services for Tourism Ltd, with an excellent track-record of delivering regional award programmes.

We retain our 'Outstanding' accreditation in the [Awards Trust Mark](#) scheme - so important in demonstrating the integrity of our processes and transparency and independence of judging.

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

- Ongoing updates to categories and criteria to ensure we remain at the cutting edge
- Further industry workshops at which sponsors and partners are welcome
- Awards events with opportunities for networking

Top winners in the South East are nominated for the national VisitEngland awards, meaning the opportunities don't stop at the awards night, continuing well into 2026. So even more opportunities.

We also run the South West Awards with county schemes for Dorset, Devon, Cornwall, and Bristol, Bath, Somerset, Gloucestershire and Wiltshire. Special rates apply in these to Beautiful South sponsors.

If you would like to work with us please get in touch without delay

Robin Barker, Nell Barrington & Gemma Brown
Services for Tourism awards@services4tourism.co.uk
Tel 07870 397438 (Robin)



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.

CATEGORY	ANNUAL RATE
Title sponsor	£7,500
Winner of Winners	NA
CATEGORIES OPEN TO ENTRANTS FROM ALL SECTORS	
Outstanding Contribution	£2,730
Unsung Hero Award*	£2,730
New Business Award*	£1,990
Access & Inclusivity Award*	£1,990
Regenerative Tourism Award (was Ethical, Responsible & Sustainable Tourism) *	£2,730
Dog Friendly	£1,990
International Tourism Award*	£1,990
Tourism Event & Festival	£1,990
Wedding Venue Award	£1,990
Business Events Venue Award*	£1,990
Visitor Information & Welcome Award (NEW)	£1,730
ATTRACTION & EXPERIENTIAL CATEGORIES	
Large Attraction (>75,000 visitors pa)*	£2,730
Small Attraction (<75,000 visitors pa)*	£1,990
Spa & Wellbeing experience*	£1,990
Tourism Experience (Active or Learning)*	£1,990
FOOD & DRINK CATEGORIES	
Restaurant*	£2,730
Casual Dining*	£2,730
Café and Tearoom*	£2,310
Pub*	£2,730
ACCOMMODATION CATEGORIES	
Large Hotel*	£2,730
Small Hotel*	£2,730
B&B and Guesthouse*	£2,200
Camping & Caravanning Park (Touring)*	£2,730
Holiday Park & Village (Static & Chalet)*	£2,730
Glamping*	£2,310
Self Catering Accommodation*	£2,730
Future of Hospitality	£1,730
Special	Special categories – talk with us!
General / Generic sponsor	Only available if categories all sponsored
Supplier sponsor and sponsors in kind - Wine, Beer, Coffee, AV, Trophies, Design, Print, Reception, 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
SOUTH WEST ENGLAND	We also run the Tourism Awards for South West England, with schemes for Dorset, Devon, Bristol, Bath, Somerset, Gloucestershire, Wiltshire and Cornwall. Special rates apply in these for Beautiful South sponsors – please talk to us!

Scheme:	Beautiful South Tourism Awards
HEADLINE SPONSOR – all of below and more! Please talk to us	
DIGITAL – YEAR ROUND	
Links and info on 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 April 2025 to Spring 2026. Also inclusion in 'Latest News' sections when you advise us of specific campaigns, messages, events etc you're keen to promote
Website links	beautifulsouthawards.co.uk with updates and links on tourismsoutheast.com
Latest Videos on Youtube	BEAUTIFULSOUTH
2024/25 web stats	
<ul style="list-style-type: none"> ● User Engagement ● Page views 	<p>14,700</p> <p>47,000</p>
Facebook, LinkedIn & Instagram	Facebook: facebook.com/BStourismawards (361 followers) Instagram: instagram.com/beautifulsouthtourismawards (888 followers) LinkedIn: linkedin.com/in/robinbarkeruk (6,900 connections)
EVENTS	
Awards Events (tickets, networking and profile)	The Grand Hotel, Brighton – 9 December 2025 TBC
Video and photos	Opportunity to be featured in event videos and photography
AND..	
Trophies and Certificates	Sponsor Logo on certificates issued to all winners for display at their establishments for as long as they wish 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 & Twitter	Inclusion in PR announcements of finalists and winners via Press Releases, Twitter, Facebook, LinkedIn and Instagram
Events and Webinars	Invitation to additional events and the chance to co-host webinars during 2025/26 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.
Additional opportunities	Link in to opportunities and exposure with Tourism South East
SOUTH WEST ENGLAND	We also run the Tourism Awards for South West England, including county schemes for Dorset, Devon, Bristol, Bath and Somerset and Cornwall. Special rates apply in these for Beautiful South sponsors – please talk to us!
WE APPRECIATE THAT EVERY SPONSOR IS A CLIENT AND HAS DIFFERENT GOALS AND PREFERENCES. PLEASE SHARE YOUR GOALS SO WE CAN HELP YOU ACHIEVE THEM!	