



Gala Ceremony 26 May 2011

Entries for this year's competition have now closed and the anxious wait is on!

The Northern Ireland Tourism Awards, in association with Diageo Northern Ireland, will be presented at a black-tie dinner evening to be held at the Ramada Plaza Hotel, Belfast, on Thursday 26 May 2011.

The night is one of the most exciting in the tourism and hospitality calendar. There's always a great atmosphere and even some nail biting (preferably your own!) as the award winners are announced.

Places are limited to 400 guests, demand is high and tickets usually sell out well in advance of the night. Many of our "regulars" book as soon as the event is launched, so tickets are now on sale and to guarantee your table you should book today. It is also a great occasion for networking, entertaining customers, meet old friends and even making some new ones as well!

New Entertainment Format

With a new format, entertainment will be provided after the awards ceremony by James Huish and his six piece band - one of the most exciting Michael Buble/swing bands today. So be sure to bring your dancing shoes and book your table early. Scroll to the bottom of this page to check out the guys in action!

Accommodation Special

Why not make a night of it? Take advantage of the discounted rate of £79 per room (bed and breakfast) offered by the Ramada Plaza Hotel? Simply contact the hotel by telephone (028 9092 3500) and quote reference NITB 260511.

The gala evening offers exceptional value and ticket prices are the same as last year!
The ticket price includes:

- pre-dinner drinks reception;
- wine with dinner;
- dinner featuring the very best of Northern Ireland's produce;
- exciting menu prepared by one of Northern Ireland's top chefs;
- awards presentation ceremony;
- entertainment.

Tickets are now on sale. Please click on the buttons below to book tables using your credit card via our s

form in PDF format. This can be completed and returned with a cheque. Places are limited and will be allocated. Booking is strongly recommended.

Right click this button and select "save target as" to download a copy of the booking form in PDF format

Click here to go directly to the secure online booking page and pay by credit card.

Table Booking Form

Online Booking Page

Here's a video clip of the James Huish band in action!



If you have any queries about the Northern Ireland Tourism Awards please email us using: Office@nitourismawards.org or you can telephone us on 028 9023 5001.

This event is organised by Creative Events (NI) Ltd on behalf of the Northern Ireland Tourist Board.



Award Category Information

The panels below provide detail on each of the award categories and the broad assessment criteria for each one.

To view the information, click on the title of the category you wish to view. This will expand the panel to show the information about that category.

Please note that as entries closed on 28 February, entry forms have been removed.

Details of commended and highly commended entries, together with information on category winners, will be posted here following the awards gala ceremony on 26 May 2011.

Make sure you don't miss out! Now is the time to purchase your tickets for the gala evening.

Simply click [here](#) to secure your place.

Excellent Events

Entries are invited from event, festival or conference organisers (in private, voluntary or public sectors) , impact and success in attracting visitors to, and entertaining them in, Northern Ireland.
The information we're looking for comprises:

- Key aims and objectives, your strategy and delivery plan;
- Innovative and enterprising aspects of the project;
- Creative aspects of your marketing, packaging and promotion;
- Details of planning, implementation and delivery arrangements, including partnership working;
- Evidence of market research;
- Measures of success in visitor numbers, visitor spend and visitor feedback.

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| Taste of Northern Ireland |
| Hotel Accommodation |
| Serviced Accommodation |
| Non-Serviced Accommodation |
| Best Visitor Experience |
| Visitor Inspired |
| Marketing and Sales Excellence |
| Tourism Partnership Initiative (New Category 2011) |
| New Tourism Project (New Category 2011) |
| Northern Ireland Heroes |
| Outstanding Contribution to Tourism |

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