



in association with  
**CALEDONIA PARK**  
DESIGNER OUTLET

Celebrating the  
success of the South

# South of Scotland Thistle Awards 2024



## Why the South of Scotland?

- Spotlight on region
- Sharing best practice
- Driving up quality
- Securing national profile
- Unifying the region





# South of Scotland Thistle Awards

## Key Successes Year 1:

- SSDA agreed to deliver Thistles in **April 2023**
- South of Scotland Thistle Awards saw **200+ nominations and 112 entries** (national: circa 1,000 nominations & 600 entries)
- **South of Scotland Thistle Awards:**
  - 33 Finalists and winners in 13 categories
  - Truly local event at The Cairndale Hotel, Dumfries
  - All suppliers locally based
  - 150 attendees
- **6 South of Scotland national winners!**
  - Silver Thistle Winner - Wilma and David Finlay
  - Tourism Individual of the Year - Melanie Allen
  - Best B&B or Guest House Experience - Nithbank Country Estate
  - Best Self-Catering Accommodation Experience - Arden Holiday Cottage
  - Best Luxury Experience - Airhouses
  - Best Bar or Pub - The Cross Keys Inn
- Successful working partnerships with SSDA, SOSE, VS and Industry Panel





## South of Scotland Thistle Awards 2024

### Key Milestones

- 1st March: Nominations open
- 18th March: Entries open
- 31st March: Nominations close
- 28th April: Entries close
- Mid July: Finalists Announced
- 3rd October: South of Scotland Thistle Awards
- November: National Final Award Ceremony







# South of Scotland Thistle Awards

## Why should you apply?



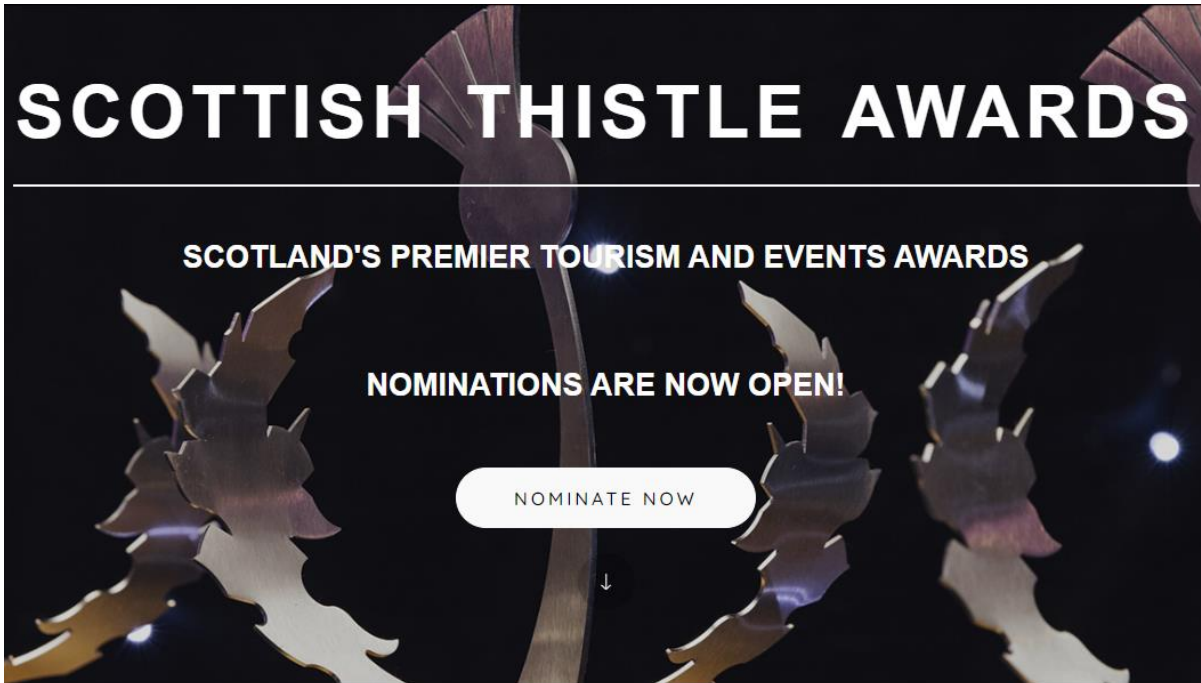


## Why should you apply?

- Recognition amongst peers
- Providing a sense of pride amongst staff
- Opportunity to review own business plan
- Shout out about achievements and developments
- Marketing opportunities
- Rewarding staff and volunteers



## Things to think about:



- What award category should you be applying for?
- What evidence do you need to gather, do you have enough?
- If giving time, then commit properly
- Create a draft offline, DO NOT write directly into website.
- Are you ready to apply?



# Thistles 2024 Categories

## Regional progressing to National

1. Best Bar or Pub
2. Best Eating Experience
3. Best B&B or Guest House Experience
4. Best Hotel Experience
5. Best Self-Catering or Unique Stay
6. Best Visitor Attraction
7. Best Outdoor or Adventure Experience
8. Outstanding Cultural Event or Festival
9. Celebrating Thriving Communities
10. Inclusive Tourism Award
11. Climate Action Award
12. Innovation in Tourism
13. Tourism & Hospitality Employer of the Year
14. Tourism Individual of the Year
15. Rising Star Award

## National only

16. Best Luxury Experience
17. Best Business Event
18. Outstanding Sporting Event





# South of Scotland Thistle Awards



- 25 pieces of media coverage
- 136M audience reach
- 313,000 estimated views

## Recognition and promotion:



### Eateries Worthy of a Mention

Prepare to embark on a journey where delectable dishes meet award-winning excellence. From charming pubs to modern bistros, each venue boasts a culinary experience that...

🕒 12TH FEBRUARY 2024



### Unmissable experiences, events and attractions

Whether you're a newcomer to the South of Scotland or a seasoned visitor, there's a plethora of events and attractions awaiting your discovery! Be it...

🕒 5TH FEBRUARY 2024



### Championing Thistle Finalists

This year the South of Scotland is proud to have its own dedicated regional tourism awards, the South of Scotland Thistle Awards. As regional award...

🕒 16TH OCTOBER 2023







**Here to support:**

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