

Entry Questions

Scottish
Attractions
*Inspiring People
Awards 2025*

For all questions, you will be asked to select three of these key values – integrity, inclusivity, sustainability, resilient, collaborative, optimistic, inspirational – and explain how this individual has demonstrated them through their work.

All examples provided should come from the 12 months prior to submitting this entry. It should be clear what role the individual has played in positive outcomes. Where possible, a combination of qualitative and quantitative answers is beneficial.

Award Categories



RISING STAR

Definition: A Rising Star is someone who has shown exceptional talent, potential and aspiration early in their career. They stand out for their individual growth, current contribution and exciting potential to impact the future of the attractions sector.

Criteria: The Rising Star Award recognises emerging talent. Entrants must be early in their attractions career, not hold a senior leadership role, and must not have previously won this award. Nominations may be made by an employer, manager, colleague, or by the individual themselves.

1. From their work in the last year, describe how the individual has met the definition of a Rising Star? (150 words)
2. Select three of the key values and explain how this individual demonstrates them through their work? (150 words)
3. What is this individual doing today to develop further through experience, learning or other relevant activity? (150 words)
4. Is there anything else you would like to share to support this entry? (50 words)
5. In one sentence, why should this individual win this award?



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EXPERIENCE MAKER

Definition: An Experience Maker is responsible for delivering outstanding experiences – this could be directly through a front facing role, or indirectly by designing or producing the experience from behind the scenes. The result of their work should be a key reason why people loved their time at an attraction.

1. From their work in the last year, provide the one strongest example of how the individual has met the definition of an Experience Maker. In your answer, please describe the key factors that made this a success and highlight any tangible results or impact achieved. (150 words)
2. Provide more information about other activities, interactions or projects that showcase this individual as an Experience Maker (150 words)
3. Select three of the key values and explain how this individual demonstrates them through their work? (150 words)
4. Is there anything else you would like to share to support this entry? (50 words)
5. In one sentence, why should this individual win this award?



TECHNOLOGY INNOVATOR

Definition: A Technology Innovator is someone who has used technology to make a difference to the success of an attraction. This could be through visitor experience, sales, operations or another aspect. It could include using innovative new industry leading technology, a different and better application of existing technology, or materially improving how things are done.

1. From their work in the last year, provide the one strongest example of how the individual has met the definition of a Technology Innovator. Consider the impact on the following areas of your attraction: a) Internal business processes and procedures b) Customer Journey c) Visitor Experience (150 words)
2. Provide more information about other activities, projects or commitment to understanding the latest developments in the sector that showcase this individual as a Technology Innovator (150 words)
3. Select three of the key values and explain how this individual demonstrates them through their work? (150 words)
4. Is there anything else you would like to share to support this entry? (50 words)
5. In one sentence, why should this individual win this award?



SUSTAINABILITY CHAMPION

Definition: A Sustainability Champion is an individual who recognises and delivers the national ambition to be a world leading sustainable destination that provides outstanding experiences for the minimal environmental impact. They make a significant contribution to environmental conservation and influence sustainable practices that will help to ensure future generations can experience the best of Scottish attractions.

1. From their work in the last year, provide the one strongest example of how the individual has met the definition of a Sustainability Champion? (150 words)
2. Provide more information about other activities, interactions or projects that showcase this individual as a Sustainability Champion (150 words)
3. Select three of the key values and explain how this individual demonstrates them through their work? (150 words) *excluding sustainability as previously covered
4. Is there anything else you would like to share to support this entry? (50 words)
5. In one sentence, why should this individual win this award?



PEOPLE'S HERO

Definition: A People's Hero is an individual that is at the heart of a community. They are the person who brings together a team, or community of people and they are a key reason behind the success of the collective. They should be an inspiration to those around them and a positive influence on making every day better.

1. From their work in the last year, provide the one strongest example of how the individual has met the definition of a People's Hero? (150 words)
2. Provide more information about other activities, interactions or projects that showcase this individual as a People's Hero (150 words)
3. Select three of the key values and explain how this individual demonstrates them through their work? (150 words)
4. Is there anything else you would like to share to support this entry? (50 words)
5. In one sentence, why should this individual win this award?

