

ASVA Awards 2026



Introduction for Entrants

The ASVA Awards celebrate the people who make Scotland's visitor attractions special. They are deliberately open and accessible, with a particular focus on recognising people whose contribution may not otherwise be seen or celebrated.

We welcome nominations for people working or volunteering in every kind of role, from every type and size of visitor attraction. You do not need experience of writing award entries. We are looking for clear examples of what the person did and the difference it made.

Evidence can include results, visitor or colleague feedback, observations or other examples. Large numbers are not essential: judges will consider what has been achieved in the context of the person's role, organisation and resources.

Be specific about what the nominee did and the difference it made, using numbers, evidence and a memorable story or example. This is an award entry, not marketing copy, so answer each question directly and make it easy for judges to see why they are exceptional.

Please focus on work from the 12 months before the closing date and make the individual's own contribution clear. We have deliberately kept the entry short: across all five questions, you can write up to 500 words in total - around one A4 page.

Supported by

Visit
Scotland | AlbaTM

ASVA Awards 2026

The logo for the Scottish Attractions Inspiring People Awards 2026. It features a green speech bubble with a white starburst icon inside. The text "Scottish Attractions Inspiring People Awards 2026" is written in white inside the bubble.

Scottish
Attractions
Inspiring People
Awards 2026

Questions used for every Category

Question 1: Context

Briefly introduce the individual, their role and the attraction or organisation they work or volunteer with. Give judges the context they need to understand their responsibilities and the circumstances in which they work.

Maximum 60 words - not scored

Question 5: Why should they win?

Why should this individual win the [category name] Award? Make this specific to them and their contribution. This may be read aloud at the awards ceremony. Please do not introduce new evidence here.

Maximum 30 words - not scored

Questions 2-4 are tailored to each category and are scored out of 10. Together, the three scored questions are worth 30 points.

Supported by

Visit
Scotland | AlbaTM

Award Categories

Scottish
Attractions
Inspiring People
Awards 2026



Rising Star

Rising Star recognises someone early in their visitor attractions career who has shown exceptional talent, ambition and potential. They stand out for how they have developed, what they already contribute and the impact they could make in the future.

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.

Question 2: A standout contribution

Tell us about one example from the last year that best shows why this person is a Rising Star. What did they personally do, and what made their contribution stand out?

Maximum 160 words - 10 points

Question 3: Development and impact

How have they developed over the last year, and what difference has their growing contribution made to visitors, colleagues or the organisation? Please include clear examples or evidence.

Maximum 140 words - 10 points

Question 4: Future potential

What are they doing to keep developing and what do you believe others could learn from their example?

Maximum 110 words - 10 points

Supported by

Visit
Scotland | Alba

Award Categories

Scottish
Attractions
Inspiring People
Awards 2026



Audience Builder

Audience Builder recognises someone has played a key role in bringing people to their attraction. Their contribution might be through marketing, programming, partnerships, accessibility, community engagement or another approach. It could be bringing new audiences, or growing existing ones, but there should be a demonstrable impact on audience development and its resulting positive effect on their attraction.

Question 2: The opportunity and their contribution

Tell us about one piece of work from the last year that best shows why this person is an Audience Builder. Who were they trying to reach or engage, what was the starting point, and what did they personally do?

Maximum 160 words - 10 points

Question 3: The difference it made

What difference did their work make? Please include evidence of changes in who engaged, how many people engaged, whether this was a new or enhanced audience.

Maximum 140 words - 10 points

Question 4: Why it worked

Why was their approach effective, and what could other attractions take from it when developing their own audiences?

Maximum 110 words - 10 points

Supported by

Visit
Scotland | Alba

Award Categories

Scottish
Attractions
Inspiring People
Awards 2026



Commercial Excellence

Commercial Excellence recognises someone whose work has strengthened the commercial performance of an attraction. This could include generating income, increasing visitor spend, improving sales or conversion, developing a product or partnership, strengthening pricing or making better use of resources. Their contribution should also support the organisation's purpose and the experience it provides.

Judges will consider the scale of improvement against the attraction's starting point and resources. This is not simply an award for generating the largest amount of money.

Question 2: The opportunity and their contribution

Tell us about one piece of work from the last year that best demonstrates this person's commercial contribution. What was the opportunity or challenge for that attraction, and what did they personally do?

Maximum 160 words - 10 points

Question 3: The commercial impact

What commercial difference did their work make? Please include clear evidence where possible and explain how it supported the visitor experience, the organisation's purpose or its longer-term strength.

Maximum 140 words - 10 points

Question 4: Why it worked

What made their approach particularly effective, and what could other attractions learn from it?

Maximum 110 words - 10 points

Supported by

Visit
Scotland | Alba

Award Categories

Scottish
Attractions
Inspiring People
Awards 2026



People's Hero

A People's Hero is someone at the heart of a team or community. They bring people together, build positive relationships and make an important difference to those around them. They inspire others and are a key reason behind the success of the wider group.

Question 2: A standout contribution

Tell us about one example from the last year that best shows why this person is a People's Hero. What did they personally do, and what does the example tell us about the kind of person they are?

Maximum 160 words - 10 points

Question 3: Their impact on others

What difference have they made to colleagues, the community or the people they support? Please include feedback, observations or other evidence that shows their impact.

Maximum 140 words - 10 points

Question 4: Their wider contribution

Beyond this example, how do they consistently bring people together or make everyday experiences better, and what could others learn from their example?

Maximum 110 words - 10 points

Supported by

Visit
Scotland | AlbaTM

Award Categories

Scottish
Attractions
Inspiring People
Awards 2026



Experience Maker

An Experience Maker is someone responsible for delivering outstanding visitor experiences. This might be directly through a visitor-facing role or indirectly by designing, improving or supporting the experience behind the scenes. Their work is an important reason why visitors loved their time at an attraction.

Question 2: A standout experience

Tell us about one example from the last year that best shows why this person is an Experience Maker. What did they personally do, and what made the resulting experience special?

Maximum 160 words - 10 points

Question 3: The visitor impact

What difference did their work make to visitors? Please include feedback, results, observations or other evidence that shows the quality of the experience they helped create.

Maximum 140 words - 10 points

Question 4: Their approach

What is particularly effective about how this person creates great experiences, and what could other attractions learn from them?

Maximum 110 words - 10 points

Supported by

Visit
Scotland | Alba