

Best Accommodation

Entry Planning Guide



Plan your answers before completing the online form

Start by choosing one strong example or location, then answer each section based on that.



TIP: Strong entries are clear, specific and supported by examples or results.

1



Innovation & Improvements

Max 1600 Characters

How your accommodation has evolved and improved

Think about: How do you reach and engage your audience?

- New ideas upgrades or technology
- Improvements to the student experience

5



Customer Care

Max 1600 Characters

How you support students before, during and after their stay

Think about: How do you support students before, during and after their stay?

- End-to-end experience
- Communication and issue handling

2



Staff Engagement & Training

Max 1600 Characters

How you support and develop your team.

- Training and development
- Staff engagement and contribution

6



Wellbeing Initiatives

Max 1600 Characters

How you support wellbeing and inclusion.

- Student and staff wellbeing
- Inclusive practices

3



Marketing & Communications

Max 1600 Characters

How you promote your accommodation to students.

Think about: How do you reach and engage your audience?

- Campaigns and channels used
- Engagement or results

7



ESG

Max 1600 Characters

How you support your community and environment.

- Environmental initiatives
- Community impact

4



Championing the UK/Cities

Max 1600 Characters

How you promote the UK as a destination.

- Destination promotion
- Partnerships or initiatives

Entry Deadline: 24 September, 5PM



Supporting your entry

Include where relevant:

- Data or results
- Testimonials
- Links to relevant content



Before you submit

Judges will review your online presence:

- Social media
- Sustainability and accessibility information
- Customer reviews



Before you start

- Choose your strongest example
- Gather key data
- Draft your answers in advance

For full category details and eligibility, visit the website

Start your entry today. →



You can prepare your answers in advance and copy them into the online form when ready.

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