

| CATEGORY | 1997 | 1998 | 1999 | 2000 | 2001 | 2002 | 2003 |
|--------------------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------------------------|------------------------|-----------------------|
| Investment in Tourism | Vauxhall Holiday Park | Palmers Store | Joyland | Hotel Elizabeth | Jolly Farmers | Carlton Hotel | Arrandale Apartments |
| Investment in Tourism | Pirates Cove | Cherry Treet H.P. | Nelson Gardens | Harry Ramsdens | | Hippodrome Circus | Kenwood Hol. Flats |
| Investment in Tourism | Amazonia | Yarmouth Stadium | Sea Life Centre | Ryecroft Guest House | | Corner House Hotel | Winter Gardens |
| Investment in Tourism | Winter Gardens | Thrigby Hall Wild Life | Potters Leisure Resort | Haven UK | | | Norfolk Nelson Museum |
| Investment in Tourism | Potters Leisure Resort | Green Farm | Bernie Grey | Thrigby Hall Wild Life | | | Maluth Lodge |
| Investment in Tourism | | Horse & Groom | Nigel Miller | | | | |
| Investment in Tourism | | Hopton Holiday Village | | | | | |
| Investment in Tourism | | Potters Leisure Resort | | | Potters Leisure Resort | | |
| Contribution to Tourism | | | | Alan Evans | Nick Pownall | Ernie & Karen Childs | Filby in Bloom |
| Contribution to Tourism | | | | PC Gary Pettengell | | Dona Watson | |
| Lifetime Achievement | | | | Bill Green | John Ashton | Happy Hudson | |
| Lifetime Achievement | | | | | Jimmy Jones | | Brian & Judy Potter |
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| CATEGORY | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 |
| Attraction | | | Merrival Model Village | Yarmouth Stadium | Merrivale Model Village | The Wheel | Hemsby Magamaze |
| Attraction | | | | Merrivale Model Village | | | |
| Holiday Park | | Clippesby Holiday | Haven Seashore | Vauxhall | | Clippesby | Vauxhall Holiday |
| Self-Catering | | | | Beachside Holidays | The Seagull | Clippesby | Beachside Holidays |
| Guest Accommodation | | | | The Fjaerland | The Winchester | Andover House | Kilbrannan |
| Hotel of the Year | | | | Imperial Hotel | Fritton House | The Imperial | Burlington Palm Hotel |
| Restaurant of the Year | | | | | | Café Cru | Seafood Restaurant |
| Café/Tearoom of the Year | | | | | | | Victorian Tea Rooms |
| Education & Training | | | | Kensington | Sea Life Centre | | Kensington |
| Investment in Tourism | American Diner | The Misson | City Sightseeing | | The Bromley | Subway | Sea Life Centre |
| Investment in Tourism | Southern Hotel | Gorleston Theatre | Kensington | Clippesby | No 78 | Andover House | Andy Ellis |
| Investment in Tourism | Atlantis Resort | Racecourse | | | Pub on the Prom | Wellington Pier | Zest Rooms |
| Investment in Tourism | | Time & Tide Museum | | | Yesterdays World | | |
| Contribution to Tourism | Environmental Rangers | Kay Rockach | James Holt | | Potters Leisure Resort | Carl Simmons | Reynolds of Caister |
| Contribution to Tourism | Joe Larter | | David Gladdon | | | Tim Ellis (May Gurney) | Micky Barwick |
| Lifetime Achievement | Joe Delf | Morny Docwra | Roger Mobbs | Stephen Franklin | Baba Bird | Rodney Scott | Bert Collins |
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| CATEGORY | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
| Attraction | Merrivale Model Village | Sea Life Centre | Wellington Bowl | Thrigby Hall | | | |
| Holiday Park | Vauxhall Holiday Park | Clippesby Hall | Haven Seashore | Cherry Tree | | | |
| Self-Catering | Beachside Holidays | Beachside Holidays | Hadleigh Holiday Suites | Peers Premier Apartmts | | | |
| Guest Accommodation | Barnard House | Kilbrannan | The Winchester | The Shrewsbury | | | |
| Hotel of the Year | Pier Hotel | Imperial Hotel | Burlington Palm | The Comfort Hotel | | | |
| Restaurant of the Year | Black Rock Gill | - | | | | | |
| Café/Tearoom of the Year | Merrivale Tea Room | Hooray Henry's | Jay Jays @ The Beach | Saras Tea Room | | | |
| Education & Training | - | EON Wind Farm Centre | Sara's Tearoom | | | | |
| Green Tourism Award | Imperial Hotel | - | | | | | |
| Investment in Tourism | Retroskate | Decoy Barns | Merivon | HMS Hinchinbrook | | | |
| Investment in Tourism | The Courtyard | LA Lounge, Hemsby | Fjaerland | | | | |
| Investment in Tourism | Jay Jays on the Beach | The Terrace @ Imperial | Cliff Hotel | | | | |
| Investment in Tourism | Haven Seashore | Haven GY | Peers Apartments | | | | |
| Investment in Tourism | Furzedown Hotel | | St Georges Theatre | | | | |
| Investment in Tourism | Waterside at Rollesby | | Haven Caister | | | | |
| Investment in Tourism | | | | | | | |
| Landmark Award | | Merrivale Model Village | Palmers Store (175th) | | Sealife Centre (25th) | | |
| Landmark Award | | Marina Centre | | | Bowls Festival (70th) | | |
| Contribution to Tourism | Michael Muskett | | Station Welcome | Hemsby Traders | Alec Murray (Maritime Festival) | | |
| Contribution to Tourism | Andrew Michael | Maritime Festival Cttee | Richard Packham | David Smith | | | |
| | | | | Lorna Bevan-Thompson | | | |
| | | | | Derek Websiter | | | |
| Tourism Innovation | | | | | Jack Jay | | |
| Lifetime Achievement | Toni Reeve | Jimmy Biss | Jean Lindsay | Aileen M/David M. | Ken Sims | | |