



## **THE 'BEST OF ENGLISH' ARE SET TO BATTLE IT OUT AT THE 2010 TOURISM AWARDS**

### **VisitEngland announces short list for The Enjoy England Awards for Excellence 2010**

#### **New "Where Else but England" award celebrates eccentricity**

Some of the best tourism businesses in England have been unveiled today as finalists in the 2010 Enjoy England Awards for Excellence, sponsored by The Caravan Club. The classic, quirky and often 'off the beaten-track' 2010 finalists include a secluded touring holiday park set in 12 acres of lush countryside in Cornwall, an eccentric farming museum in the West Country, an unusual safari lodge in Kent and Blackpool illuminations. [www.enjoyengland.com/excellence](http://www.enjoyengland.com/excellence)

The quality of green tourism businesses is also on the up this year as it was revealed that the sustainable tourism award category has become one of the most popular categories for entrants. Contenders include an eco restaurant, delicatessen and cookery school offering local organic food and fine dining in Bristol, a four-star spa hotel on the Yorkshire coast and a family, working stone farm cottage set in a country garden near Holy Island in Northumberland.

This year an extra award has been launched to celebrate those events or experiences that are truly unique to England; The "Where Else but England" award (twitter @wherebutengland) \*. Open to the public, regional voting is being undertaken now and entrants could include crowd pleasers such as gravy wrestling in Lancashire through to asparagus fortune telling in Evesham. Organisers are calling for people to vote at a regional and national level from now until April.

All 46 national finalists announced today were selected from over 100 regional winners submitted by regional tourist boards and were rigorously assessed by independent assessors and a team of judges to make it through to the national final. All the winners will be unveiled at a glittering awards ceremony held in the Corn Exchange at The Brighton Dome on 23 April in celebration of St George's Day.

Other finalists span a large range of attractions, accommodation, tourism experiences, websites and tourist information centres from historical gems such as the authentic Jewellery Quarter in Birmingham and Ripley Castle in Yorkshire, to high-profile attractions such as the Imperial War Museum North in Manchester. A dramatic country family home with its own Victorian outdoor theatre, 200 year old converted self-catering cottages in the Peak District and an affordable boutique B&B in Lancaster are also in the line up for the awards, as are a number of committed and charismatic individuals who have been recognised for their outstanding service and contribution to English tourism

VisitEngland chairman Lady Cobham and chair of the judging panel said: "Our tourism awards really showcase the wealth of high quality and affordable holiday experiences on offer in England today. The judges were impressed with the huge, continued investment made by tourism businesses across all categories in spite of the recession. These finalists demonstrate how successful that commitment to quality has been. "

The finalists were selected by a board of tourism industry judges including the Gold winner of the hotel category in 2009, Sue Williams, and travel journalists Alison Rice and Sally Shalam. Also on the judging panel was Brian Richardson, executive secretary of The Caravan Club who said: "Once again, The Caravan Club is delighted to support these prestigious awards which recognise excellence across the whole spectrum of English tourism. Each year we are faced with an ever-tougher challenger as standards continue to improve and we feel that the results reflect the very best that England has to offer. The Caravan Club is itself a major player in the domestic tourism economy and has always been synonymous with quality, so I am thrilled to have the opportunity to recognise and reward quality businesses."

**-ENDS-**

## **Notes to Editors:**

### **About the Enjoy England Awards for Excellence**

- The Enjoy England Awards for Excellence 2010 celebrate the best of English tourism and are in their 21st year. They promote healthy industry competition and high standards, helping to ensure England's place as a world-class destination. [www.enjoyengland.com/excellence](http://www.enjoyengland.com/excellence)
- The 19 categories for the 2010 awards include: access for all tourism award, large hotel (over 35 bedrooms), small hotel (under 50 bedrooms), self-catering holiday, bed & breakfast, tourism experience, caravan holiday park of the year, tourist Information centre (TIC), large visitor attraction (over 100,000 visitors), small visitor attraction (under 100,000 visitors), tourism website, business tourism award, outstanding customer service award, taste of England, sustainable tourism award, tourism event, "Where else but England" and travel journalist of the year (**please see below the application form if you have not already entered**).
- There is also the additional award for Outstanding Contribution to Tourism to be announced on the night. Previous winners of this award have included The Great English Pub, Michael Eavis CBE, HM The Queen, the Harry Potter films, Sir Cameron Mackintosh and in 2007, Sir Paul McCartney and Liverpool.
- \*The 'Where Else But England' Facebook page will also go live next Monday 1<sup>st</sup> March. Search for the group at [www.facebook.com](http://www.facebook.com)

### **About VisitEngland**

- In response to a clear call from industry arising from the 2008 British Tourism Framework Review, VisitEngland has been created as the strategic leadership body representing the public and private sector stakeholders of English Tourism. It works in partnership with VisitBritain, the RDAs and local authorities, and the private sector, creating a national tourism strategy, optimising marketing investment, and developing the visitor experience across England
- VisitEngland continues to use its Enjoy England consumer brand in the domestic market and markets England under the VisitEngland brand in international markets
- More information can be found on [www.enjoyengland.com](http://www.enjoyengland.com) and [www.visitengland.com/corporate](http://www.visitengland.com/corporate)
- **VisitEngland nine Regional Tourism Partners are:** East of England Tourism, East Midlands Tourism, Advantage West Midlands, Visit London, One NorthEast, Northwest Regional Development Agency, Tourism South East, South West Tourism, Welcome to Yorkshire.
- An archive of media releases and more details about the work of VisitEngland promoting England as a destination can be found on the new online press centre, [www.enjoyengland.com/presscentre](http://www.enjoyengland.com/presscentre)

### **About The Caravan Club**

- As Europe's premier touring organisation, The Caravan Club represents the interests of one million caravanners, motor caravanners and trailer tenters.
- The Club operates the largest privately owned network of quality sites in the UK, together with a further 2,500 Certificated Locations (sites that take a maximum of five outfits).
- For more information visit The Club's award-winning website at [www.caravanclub.co.uk](http://www.caravanclub.co.uk). For more press information please contact The Caravan Club Press Office on 01342 336664 or 01342 336768, or email [press@caravanclub.co.uk](mailto:press@caravanclub.co.uk)

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**The shortlist finalists for VisitEngland's Enjoy England Awards for Excellence 2010 are:**

<b>Category</b>	<b>National Finalist</b>	<b>Region</b>
<b>Access for all Tourism Award</b>	Hidelow House Cottages, Acton Beauchamp, Worcestershire <a href="http://www.hidelow.co.uk">www.hidelow.co.uk</a>	<ul style="list-style-type: none"> <li>• The Heart of England</li> </ul>
	Imago at Burleigh Court, Loughborough <a href="http://www.welcometoimago.com">www.welcometoimago.com</a>	<ul style="list-style-type: none"> <li>• East Midlands Tourism</li> </ul>
	North Music Trust (Sage Gateshead), Newcastle, Gateshead <a href="http://www.thesagegateshead.org">www.thesagegateshead.org</a>	<ul style="list-style-type: none"> <li>• One North East</li> </ul>
<b>Bed &amp; Breakfast / GA</b>	Underleigh House, Hope Valley <a href="http://www.underleighhouse.co.uk">www.underleighhouse.co.uk</a>	<ul style="list-style-type: none"> <li>• East Midlands Tourism</li> </ul>
	The Ashton, Lancaster <a href="http://www.theashtonlancaster.com">www.theashtonlancaster.com</a>	<ul style="list-style-type: none"> <li>• North West Development Agency</li> </ul>
	The Old School, Northumberland <a href="http://www.northumberlandbedandbreakfast.co.uk">www.northumberlandbedandbreakfast.co.uk</a>	<ul style="list-style-type: none"> <li>• One North East</li> </ul>
<b>Best Tourism Experience</b>	Cornwall Classic Car Hire, Bodmin <a href="http://www.cornwallclassiccarhire.com">www.cornwallclassiccarhire.com</a>	<ul style="list-style-type: none"> <li>• South West Tourism</li> </ul>
	Livingstone Lodge Overnight Safari, Hythe <a href="http://www.totallywild.net">www.totallywild.net</a>	<ul style="list-style-type: none"> <li>• Tourism South East</li> </ul>
	The Railway Children, York Theatre Royal, York <a href="http://www.yorktheatroyal.co.uk">www.yorktheatroyal.co.uk</a>	<ul style="list-style-type: none"> <li>• Yorkshire</li> </ul>
<b>Business Tourism Award</b>	ExCeL London, London <a href="http://www.excel-london.co.uk">www.excel-london.co.uk</a>	<ul style="list-style-type: none"> <li>• Visit London</li> </ul>
	Sunderland Football Club, Sunderland <a href="http://www.safc.com">www.safc.com</a>	<ul style="list-style-type: none"> <li>• One North East</li> </ul>
	Brunel's ss Great Britain, Bristol <a href="http://www.ssgreatbritain.org">www.ssgreatbritain.org</a>	<ul style="list-style-type: none"> <li>• South West Tourism</li> </ul>
<b>Caravan Holiday Park</b>	Poston Mill Park, Peterchurch, Herefordshire <a href="http://www.postonmillholidays.co.uk">www.postonmillholidays.co.uk</a>	<ul style="list-style-type: none"> <li>• The Heart of England</li> </ul>
	Trethem Mill Touring Park, Truro <a href="http://www.trethem.com">www.trethem.com</a>	<ul style="list-style-type: none"> <li>• South West Tourism</li> </ul>
	Lebberston Touring Park, Scarborough <a href="http://www.lebberstontouring.co.uk">www.lebberstontouring.co.uk</a>	<ul style="list-style-type: none"> <li>• Yorkshire</li> </ul>

<b>Large Hotel (Over 35 bedrooms)</b>	The Lowry Hotel, Manchester <a href="http://www.roccofortecollection.com">www.roccofortecollection.com</a>	<ul style="list-style-type: none"> <li>North West Development Agency</li> </ul>
	Thurlestone Hotel, Kingsbridge <a href="http://www.thurlestone.co.uk">www.thurlestone.co.uk</a>	<ul style="list-style-type: none"> <li>South West Tourism</li> </ul>
	South Lodge Hotel, Horsham <a href="http://www.southlodgehotel.co.uk">www.southlodgehotel.co.uk</a>	<ul style="list-style-type: none"> <li>Tourism South East</li> </ul>
<b>Large Visitor Attraction (Over 100,000 visitors)</b>	Blists Hill Victorian Town, Telford, Shropshire <a href="http://www.ironbridge.org.uk">www.ironbridge.org.uk</a>	<ul style="list-style-type: none"> <li>The Heart of England</li> </ul>
	BeWILDerwood, Hoveton <a href="http://www.bewilderwood.co.uk">www.bewilderwood.co.uk</a>	<ul style="list-style-type: none"> <li>East of England</li> </ul>
	Imperial War Museum North, Manchester <a href="http://www.north.iwm.org.uk">www.north.iwm.org.uk</a>	<ul style="list-style-type: none"> <li>North West Development Agency</li> </ul>
	RHS Garden Wisley, Woking <a href="http://www.rhs.org.uk/whatson/gardens/wisley">www.rhs.org.uk/whatson/gardens/wisley</a>	<ul style="list-style-type: none"> <li>Tourism South East</li> </ul>
<b>Outstanding Customer Service</b>	Debbie Bisseker, Cadbury World, Birmingham <a href="http://www.cadburyworld.co.uk">www.cadburyworld.co.uk</a>	<ul style="list-style-type: none"> <li>The Heart of England</li> </ul>
	Christina Dixon, Jurys Inn Hotel, Liverpool <a href="http://www.liverpoolhotels.jurysinns.com">www.liverpoolhotels.jurysinns.com</a>	<ul style="list-style-type: none"> <li>North West Development Agency</li> </ul>
	Linda Banks, Wakefield Tourist Information Centre, Wakefield <a href="http://www.experiencewakefield.co.uk">www.experiencewakefield.co.uk</a>	<ul style="list-style-type: none"> <li>Yorkshire</li> </ul>
<b>Self Catering Holiday of the Year</b>	Blakelow Farm Holiday Cottages, Winster <a href="http://www.blakelowcottages.co.uk">www.blakelowcottages.co.uk</a>	<ul style="list-style-type: none"> <li>East Midlands Tourism</li> </ul>
	Doxford Cottages, Northumberland <a href="http://www.doxfordcottages.co.uk">www.doxfordcottages.co.uk</a>	<ul style="list-style-type: none"> <li>One North East</li> </ul>
	Coldharbour Cottage, Kent <a href="http://www.coldharbourcottage.co.uk/">www.coldharbourcottage.co.uk/</a>	<ul style="list-style-type: none"> <li>Tourism South East</li> </ul>
<b>Small Hotel of the Year (Under 50 Bedrooms)</b>	Kilworth House Hotel, North Kilworth <a href="http://www.kilworthhouse.co.uk">www.kilworthhouse.co.uk</a>	<ul style="list-style-type: none"> <li>East Midlands Tourism</li> </ul>
	Gilpin Lodge Country House, Windermere <a href="http://www.gilpinlodge.co.uk">www.gilpinlodge.co.uk</a>	<ul style="list-style-type: none"> <li>North West Development Agency</li> </ul>
	Lainston House Hotel, Winchester <a href="http://www.exclusivehotels.co.uk">www.exclusivehotels.co.uk</a>	<ul style="list-style-type: none"> <li>Tourism South East</li> </ul>
<b>Small Visitor</b>	Museum of the Jewellery Quarter, Birmingham <a href="http://www.bmag.org.uk/museum-of-the-jewellery-quarter">www.bmag.org.uk/museum-of-the-jewellery-quarter</a>	<ul style="list-style-type: none"> <li>The Heart of England</li> </ul>

<b>Attraction (Under 50,000)</b>		
	Oakham Treasures, Bristol <a href="http://www.oakhamtreasures.co.uk">www.oakhamtreasures.co.uk</a>	<ul style="list-style-type: none"> <li>• South West Tourism</li> </ul>
	Ripley Castle, Harrogate <a href="http://www.ripleycastle.co.uk">www.ripleycastle.co.uk</a>	<ul style="list-style-type: none"> <li>• Yorkshire</li> </ul>
<b>Sustainable Tourism Award</b>	Hunting Hall, Berwick on Tweed <a href="http://www.huntinghall.co.uk">www.huntinghall.co.uk</a>	<ul style="list-style-type: none"> <li>• One North East</li> </ul>
	Bordeaux Quay, Bristol <a href="http://www.bordeaux-quay.co.uk">www.bordeaux-quay.co.uk</a>	<ul style="list-style-type: none"> <li>• South West Tourism</li> </ul>
	Crown Spa Hotel, Scarborough <a href="http://www.crownspahotel.com">www.crownspahotel.com</a>	<ul style="list-style-type: none"> <li>• Yorkshire</li> </ul>
<b>Taste of England Award</b>	The Bildeston Crown, Bildeston, Suffolk <a href="http://www.thebildestoncrown.com">www.thebildestoncrown.com</a>	<ul style="list-style-type: none"> <li>• East of England</li> </ul>
	Low Sizergh Barn Farm Shop, Kendal <a href="http://www.lowsizerghbarn.co.uk">www.lowsizerghbarn.co.uk</a>	<ul style="list-style-type: none"> <li>• North West Development Agency</li> </ul>
	Green's Restaurant, Whitby <a href="http://www.greensofwhitby.com">www.greensofwhitby.com</a>	<ul style="list-style-type: none"> <li>• Yorkshire</li> </ul>
<b>Tourism Event</b>	Blackpool Illuminations, Blackpool <a href="http://www.visitblackpool.com">www.visitblackpool.com</a>	<ul style="list-style-type: none"> <li>• North West Development Agency</li> </ul>
	Salisbury International Arts Festival, Salisbury <a href="http://www.salisburyfestival.co.uk">www.salisburyfestival.co.uk</a>	<ul style="list-style-type: none"> <li>• South West Tourism</li> </ul>
	Brighton Festival, Brighton <a href="http://www.brightonfestival.org">www.brightonfestival.org</a>	<ul style="list-style-type: none"> <li>• Tourism South East</li> </ul>
		<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Tourist Information Service</b>	Nottingham Tourism Centre, Nottingham <a href="http://www.visitnotts.com">www.visitnotts.com</a>	<ul style="list-style-type: none"> <li>• East Midlands Tourism</li> </ul>
	Portsmouth Information Service, Portsmouth <a href="http://www.visitportsmouth.co.uk">www.visitportsmouth.co.uk</a>	<ul style="list-style-type: none"> <li>• Tourism South East</li> </ul>
	Wakefield Tourist Information Centre, Wakefield <a href="http://www.experiencewakefield.co.uk">www.experiencewakefield.co.uk</a>	<ul style="list-style-type: none"> <li>• Yorkshire</li> </ul>

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**The travel PR and representation specialists**

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