

NEWS RELEASE

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SOUTH EAST TOURISM BUSINESSES CELEBRATE RECORD WINS

AT NATIONAL INDUSTRY AWARDS

Six South East tourism businesses have scooped awards at today's Enjoy England National Awards for Excellence held in Birmingham. Four gold and two silver Awards were presented, making it a record award-winning year for the South East.

Organised by VisitEngland, the annual Awards recognise outstanding commitment to customer service and high quality standards in 15 categories. Four gold Awards and two silver Awards in this celebration of the *crème de la crème* of the UK's tourism businesses represents the best-ever winning haul for the South East and proves once again that the region can lead the country in providing a world-class visitor experience.

The Bay Tree Hotel (Small Hotel of the Year), Shepherd Neame Visitor Centre (Small Visitor Attraction), Royal Ascot (Best Tourism Event) and Winchester Tourism Information Centre (Tourist Information Service) were presented with their gold trophies at today's ceremony held at The Great Hall, Birmingham University.

'We had six finalists in some of the most competitive and high-profile categories of these prestigious national awards which is in itself an achievement. To win four gold and two silver Awards shows that the South East's destinations, accommodation and attractions offer outstanding service, experiences and value and set the gold standard not just in England but internationally', commented John Williams, Chairman, Tourism South East. 'Competition from across England is fierce and standards are extremely high so to achieve such high accolades is a resounding endorsement of the South East's businesses.'

ENDS

Full list of winners:

Gold Awards

- Small Hotel of the Year – The Bay Tree Hotel, Burford, Oxfordshire
www.cotswold-inns-hotels.co.uk
- Small Visitor Attraction – Shepherd Neame Visitor Centre, Faversham, Kent
www.shepherd-neame.co.uk
- Best Tourism Event – Royal Ascot, Ascot, Berkshire
www.ascot.co.uk
- Tourist Information Service – Winchester Tourism Information Centre, Winchester, Hampshire
www.visitwinchester.co.uk

Silver Awards

- Large Hotel of the Year – Chewton Glen Hotel, New Milton, Hampshire
www.chewtonglen.com
- Outstanding Customer Service – Tylney Hall Hotel, Rotherwick, Hampshire
www.tylneyhall.co.uk

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Note to Editors:

Tourism South East is the tourist board for South East England, covering Berkshire, Buckinghamshire, East and West Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire and Surrey.

The South East is the largest region for tourism in Britain outside of London, worth in excess of £12 billion p.a. to the regional economy (7% of regional GVA) supporting over 300,000 jobs.

the Beautiful South