

NEWS RELEASE

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**BERKSHIRE AND OXFORDSHIRE TOURISM BUSINESSES CELEBRATE
GOLDEN WINS AT NATIONAL INDUSTRY AWARDS**

Two Berkshire and Oxfordshire tourism businesses have scooped golden Awards at today's Enjoy England National Awards for Excellence held at The Great Hall in Birmingham. Overall, four gold and two silver Awards were presented to South Eastern businesses, making it a record award-winning year for the region.

The Bay Tree Hotel in Burford, Oxfordshire carried off gold for Small Hotel of the Year and Royal Ascot in Berkshire was awarded gold for Best Tourism Event. Other golden South East winners were Shepherd Neame Visitor Centre (Small Visitor Attraction) and Winchester Tourism Information Centre (Tourist Information Service).

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.

'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 Berkshire, Oxfordshire and 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
- Best Tourism Event – Royal Ascot, Ascot, Berkshire
www.ascot.co.uk
- Small Visitor Attraction – Shepherd Neame Visitor Centre, Faversham, Kent
www.shepherd-neame.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