

27 June 2011

Beautiful South Awards for Excellence to launch in July 2011

Tourism South East are delighted to announce that the Beautiful South Awards for Excellence 2011 will be officially launched and open for entries from July 2011. By celebrating the best in quality, innovation and service, the annual awards give recognition to achievements over the last year.

Now in their 21st year, the Awards contain hard fought categories including Best Large Hotel of the Year, Outstanding Customer Service of the Year and Best Bed & Breakfast of the Year. This means that tourism businesses across the industry can showcase the aspects of teamwork and investment that could give them the accolade of 'best in class'. With no less than 7 businesses achieving 4 Gold and 2 Silver awards at the national Enjoy England Awards for Excellence 2011 ceremony, there's an opportunity to cast a national spotlight onto south east businesses.

John Williams, Chairman of Tourism South East explained, "I am delighted that, in spite of all the budget pressures, we have been able to restore the Beautiful South Awards to our calendar. This is one of my favourite events of the year when we celebrate the best of the best. More importantly, it provides a fantastic showcase and extensive publicity for our award-winners and through them, for the South East itself."

Tourism South East will be working with Services for Tourism to deliver the Beautiful South Awards for Excellence 2011. Services for Tourism have an excellent track-record of delivering other regional award programmes and we believe their past experience will deliver a new and dynamic feel to the Beautiful South Awards for Excellence 2011. Robin Barker, Director of Services for Tourism said, "Tourism Awards have come of age in recent years, with wide ranging benefits to industry and acting as the highlight of the year in tourism circles. I am delighted to be working with Tourism South East, and look forward to making contact with tourism businesses and sponsors across the 'Beautiful South'".

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To view previous award winners, visit www.beautifulsouthawards.com

More information about Tourism South East can be found at www.tourismsoutheast.com

More information about Services for Tourism can be found at www.services4tourism.co.uk