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VisitEngland™

# Awards for Excellence 2025

**Brighton Dome Corn Exchange**  
4 June 2025

#VEAwards2025

# Menu

## Canapés

Slake Gin cured salmon with crème fraîche, rye bread  
(milk, fish, cereals)

English tartlets, garlic mayonnaise, roast red pepper (vg gf)  
(egg, milk)

Whipped local goats' cheese & pickled red onion ice cream cone (v)  
(milk, sulphites, cereals)

Pork, cheddar & marmite sausage rolls  
(cereals, milk, egg)

## Main

Selection of warm artisan breads, Marmite butter  
(gluten, milk)

Garlic & thyme Sussex chicken fillet  
High Weald Dairy Sister Sarah goats' cheese and onion farce,  
Braised leg croquette, Sussex sparkling white wine sauce  
(milk, gluten, egg, sulphites)

Sussex asparagus & squash wellington with sesame crust (vg)  
Red Pepper Sauce, Roasted Shallots, Garlic Mushrooms  
(cereals, sesame, soy, sulphites)

## Accompaniments

Butter Fondant in Thyme  
Spring Carrot  
Tenderstem  
(milk)

All vegetables from local suppliers

## Dessert

Sussex Cheeseboard  
Brighton Blue, Ye Old Sussex Cheddar, Burwash Rose, Sussex Brie  
Artisan biscuits, homemade chutney, fresh fruit  
(milk, cereals, celery, sulphites)

Cocktail tarts  
Strawberry, pastry cream, apricot glaze  
(cereals, milk, egg)

Banoffee pie  
(cereals, milk, egg)

**We welcome you to  
the VisitEngland  
Awards for Excellence,  
hosted this year  
at the wonderful  
Brighton Dome Corn  
Exchange**



@VisitEnglandBiz



VisitEngland



VisitEnglandAwards.org

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#VEAwards2025



**Patricia Yates**  
CEO, VisitEngland

**We are delighted to welcome you all, our champions of the industry, to the VisitEngland Awards for Excellence 2025, hosted this year at the impressive and historic Brighton Dome Corn Exchange.**

Tourism supports millions of jobs and drives growth for local economies right across England and the VisitEngland Awards for Excellence support that growth, recognising those who set the highest standards in our industry.

It has been a very mixed picture for many destinations, highlighting the challenges facing tourism businesses, who display new levels of passion and ingenuity every year. Tonight, we honour the exceptional talent, dedication and creativity found across the sector.

Reaching this stage is no small feat. Over 1,800 businesses started the journey to be here tonight through closely contended local competitions. As finalists, you truly represent the best of the best.

The thoughtful deliberation of our judges reflects the outstanding quality of England's tourism offer. Whether you take home Bronze, Silver or Gold, you should be immensely proud of your achievements.

Tonight is a celebration of everything you do for our industry, the delivery of amazing experiences, running exciting attractions, offering fabulous places to stay and more. You raise the bar for our industry, whilst raising the profile of England as a world-class destination and driving economic growth across the regions.

I warmly congratulate all the finalists and wish you all the very best of luck.

# Order of events

## Reception Drinks

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### Welcome

Peter Hancock, Compere

Lady Victoria Borwick, Chairman of VisitEngland Advisory Board

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### Dinner

.....

## Awards ceremony part one

New Tourism Business of the Year

B&B and Guest House of the Year

Small Hotel of the Year

Small Visitor Attraction of the Year

Experience of the Year

Camping Glamping & Holiday Park of the Year

Self Catering Accommodation of the Year

Pub of the Year

Business Events Venue of the Year

Tourism Superstar

.....

## Awards ceremony part two

Taste of England Award

International Tourism Award

Ethical, Responsible and Sustainable Tourism Award

Travel Content Award

Unsung Hero Award

Accessible and Inclusive Tourism Award

Large Visitor Attraction of the Year

Large Hotel of the Year

Outstanding Contribution to Tourism Award

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## Entertainment and networking

.....

### Students

We are proud to support the next generation of event professionals from the Brighton Institute of Modern Music — thank you to the Event Management and Music Business students volunteering with us today.

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industries

#VEAwards2025

# Thank you to all our local competition partners



# New Tourism Business of the Year

## Ad Gefrin Anglo-Saxon Museum & Whisky Distillery, Northumberland

Alan and Eileen Ferguson have transformed a derelict haulage yard that had been in the family for generations into a place to celebrate Northumbria's unique heritage, creativity, and craftsmanship.

Ad Gefrin's re-imagined Great Hall and Museum immerse visitors in the Anglo-Saxon royal court's Golden Age, showcasing artifacts returning home, many for the first time in decades. It also houses Northumberland's first English Single Malt Whisky distillery.

Interactive tours bring the distilling journey to life, culminating in a multi-sensory tasting accompanied by evocative Northumbrian pipes. Now this former haulage yard is a destination embodying ancient hospitality and timeless Northumbrian welcome.

[adgefrin.co.uk](https://adgefrin.co.uk)



@Whisky Distillery/Sally Ann Norman

## Eight at Gazegill by Doug Crampton, Lancashire

Eight at Gazegill is an extraordinary collaboration between sustainable organic farming and culinary excellence. Set on a Pennine Lancashire farm that has been in Emma Robinson's family for nearly 500 years, this innovative dining experience lets nature lead the kitchen.

Working with her partner Ian O'Reilly, Emma has transformed their traditional farm into a leading e-commerce retail operation selling organic meat, ambient and raw dairy nationwide. Chef Doug Crampton's farm-to-fork approach elevates ingredients from the farm and foraged larder into exceptional dishes.

Aiming to be the UK's first off-grid farm-to-fork experience, Eight at Gazegill demonstrates the perfect harmony of agricultural heritage and gastronomic innovation.

[eightatgazegill.co.uk](https://eightatgazegill.co.uk)



@Eight at Gazegill

## Eureka! Science + Discovery, Merseyside

For years the Board of Trustees at Eureka! The National Children's Museum in Halifax wanted to extend the Eureka! experience to as many children as possible. This vision came to life with the opening of Eureka!

Science + Discovery in Wirral at the iconic Mersey Ferry Seacombe Ferry terminal. Co-created with over 300 local children, the centre's interactive exhibits bring STEAM (Science, Technology, Engineering, Arts and Mathematics) subjects to life through playful learning. With regular special events, there's always something new to discover.

With a free annual pass upgrade after first visit and special £1 entry for Universal Credit recipients, the goal of reaching as many children as possible is ensured.

[discover.eureka.org.uk](https://discover.eureka.org.uk)



@Eureka! Science + Discovery/  
Jonathan Fow



# B&B and Guest House of the Year

## Abbots Grange Manor House, Worcestershire

Nestled in Broadway, this privately-owned dwelling has been home to the Tae family since 1998.

Abbots Grange, rated AA five gold stars with Breakfast Award, is recognised in the top 1% of hotels worldwide by Tripadvisor. 'Attention to detail' guides their world-class service in this exclusive retreat that attracts guests globally and is popular with those looking to celebrate special occasions.

The oldest monastic manor house (built c1320) in Worcestershire, it's considered one of England's most important and best-preserved medieval houses by the Institute of Archaeology. The property showcases historic charm while delivering luxurious modern comforts.

[www.abbotsgrange.com](http://www.abbotsgrange.com)



©Abbots Grange Manor House/  
Richard Tae

## Boscastle House, Cornwall

This traditional British coastal B&B, in beautiful Boscastle, focuses on providing a peaceful relaxing stay with a bit of luxury and good food, all within easy reach of beautiful coastal walks.

Their exceptional breakfast experience is a culinary celebration of the finest produce that Devon and Cornwall have to offer. They are prepared fresh to order and made with seasonal ingredients, local eggs, sausages and bacon as well as kippers from the St Ives Smokehouse. There are six spacious, comfortable en-suite rooms that come with excellent amenities plus thoughtful extras that elevate your stay.

[boscastlehouse.co.uk](http://boscastlehouse.co.uk)



©Boscastle House

## Sunnyside Guest House Southport, Merseyside

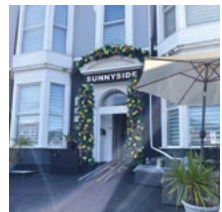
This modern, award-winning guest house in the heart of Southport town centre offers ten beautifully appointed bedrooms with a personal touch.

The family-run B&B combines comfortable accommodation with exceptional service and environmental consciousness. Sunnyside is renowned for its homemade treats, including cakes, jams, and ketchup prepared using freshly sourced local produce.

The owners' passion for beekeeping means guests can enjoy house-produced honey.

Their commitment extends to creating inclusive experiences for travellers with additional needs and their families, ensuring everyone enjoys a warm, welcoming stay in this charming seaside town.

[sunnysidesouthport.co.uk](http://sunnysidesouthport.co.uk)



©Sunnyside Guest House/  
Lorinda Duffey



# Small Hotel of the Year

## Seaham Hall, County Durham

Seaham Hall is a Grade II Listed, five-star boutique hotel on the Durham Heritage Coastline. Set within 37 acres of grounds with a striking cliff-top location, Seaham Hall has a fascinating past and an eccentric, yet sophisticated, character.

It has 24 vibrant guest suites, plus five coastal lodges with hot tubs. All suites are individually designed with the hotel's location and literary connections in mind, including the extravagant Ada Lovelace Suite, named after the accredited mathematician and daughter of Lord Byron, plus the recently added Milbanke Suite, which takes inspiration from the stunning grounds and gardens.

 [seaham-hall.co.uk](https://seaham-hall.co.uk)



©Seaham Hall Coastal Spa Resort

## Summer Lodge Country House Hotel

Surrounded by beautiful countryside, Summer Lodge Country House Hotel offers a warm welcome and a cossetting experience in the heart of Dorset.

This fine Georgian house is located in the enchanting village of Evershot and set amongst four acres of beautifully manicured gardens. There are 25 different rooms to suit every mood and occasion – and every type of relaxing rural escape. Each is individually decorated and seamlessly blends country house charm with modern amenities.

All ideal for those who want to relax, escape the rat race, enjoy fabulous food and explore beautiful Dorset.

 [summerlodgehotel.co.uk](https://summerlodgehotel.co.uk)



©Summer Lodge Country House Hotel & Restaurant

## The Montagu Arms Hotel, Hampshire

Owned by the Leach family since 1968, The Montagu Arms Hotel is a traditional English 17th-century country house hotel nestled in the heart of the New Forest.

Each of the 33 rooms and suites offer a unique experience – some brimming with traditional country charm to others that invite the outdoors in; no two stays are ever the same. Both hotel eateries - The Terrace and Monty's - take local provenance really seriously, showcasing the rich larder of our forest, coast and country.

The hotel combines timeless elegance with contemporary luxury, providing guests with a peaceful retreat from everyday life.

 [montaguarmshotel.co.uk](https://montaguarmshotel.co.uk)



©The Montagu Arms Hotel

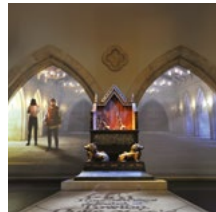
# Small Visitor Attraction of the Year

## King Richard III Visitor Centre, Leicestershire

Visit the grave site of King Richard III and learn about his life, death and one of the most incredible archaeological finds ever made. Travel back to medieval England to uncover the family plots and connections that created a story of murder, mystery and mayhem.

Discover Richard III's rise to power and decide for yourself what happened to the Princes in the Tower. Then fast-forward 537 years to witness the amazing evidence-gathering that led to the king's remains being discovered under a Leicester car park.

 [krijii.com](http://krijii.com)



©King Richard III Visitor Centre

## No.1 Royal Crescent, Bath

No.1 Royal Crescent is a magnificently restored Georgian town-house museum showcasing fashionable life in 18th-century Bath.

 [no1royalcrescent.org.uk](http://no1royalcrescent.org.uk)

This inventively curated experience combines period furnishings with immersive audio-visual technology that changes seasonally, placing visitors in the shoes of former occupants.

As you walk the same magnificent hallways used 250 years ago, you'll hear their stories and experience their world. The accompanying app offers deeper insights into the collections, creating a multi-layered experience. As immersive experiences rotate, visitors can use their admission ticket to revisit the museum throughout the year free of charge and enjoy each one.



©No.1 Royal Crescent

## Sculpture by the Lakes, Dorset

Nestled in 26 acres of glorious Dorset countryside, Sculpture by the Lakes offers a uniquely tranquil art experience where internationally acclaimed sculptures and nature conservation work seamlessly together.

 [sculpturebythelakes.co.uk](http://sculpturebythelakes.co.uk)

The park, the only sculpture park worldwide recognised as a botanic garden, showcases more than 120 pieces throughout its beautifully landscaped gardens. Visitors can also explore The Makers Yard, a free-to-enter site featuring The Gallery, The Store, and The Pantry.

Created and nurtured by artists Monique and Simon Gudgeon, this retreat-like venue perfectly demonstrates how nature can both enhance, and be enhanced by, art.



©Sculpture by the Lakes

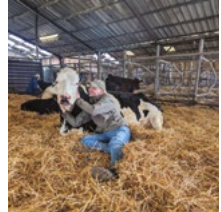
# Experience of the Year

## Cow Cuddling, Dumble Farm, East Riding of Yorkshire

This immersive experience begins with guests grooming fluffy young Highland cattle then getting up close with affectionate retired dairy cows. Nestling against these gentle animals, feeling their warmth and listening to their rhythmic breathing provides a sense of wellbeing that many visitors have found therapeutic.

Participants learn about each cow's unique personality, the farm's story, and their extensive conservation project that uses Highland cows as grazers. The experience, designed for those 16 and over, attracts people seeking relaxation and mental health benefits. Sessions conclude with refreshments and homemade cakes, completing a unique countryside encounter that has garnered international media attention.

 [dumblefarm.com](https://dumblefarm.com)



© Dumble Farm

## Introduction to sailing Mylor Sailing School, Cornwall

This inclusive sailing and powerboat training school offers diverse opportunities for both locals and visitors in Cornwall. Mylor Sailing School has created a welcoming space for everyone, regardless of age, sexual orientation, gender, health condition, disability, ethnicity, or religion.

Their accessible sailing and powerboating sessions, both recreational and certified, create an equal and inclusive environment on the water. The school operates with strong environmental and ethical principles, promoting marine conservation awareness while encouraging healthier, more social lifestyles. Their Gold with Green Tourism accolade for 2024 reflects their commitment to operating as sustainably and ethically as possible.

 [mylorsailingschool.co.uk](https://mylorsailingschool.co.uk)



© Mylor Sailing School/  
Tracey Boyne

## The Wizard Walk of York, North Yorkshire

Wizard guides lead guests through the city's charming Snickelways on a quest to find magical creatures in an experience that combines magic, comedy, and York's fascinating history.

Specifically aimed at families with children, this award-winning tour begins in the iconic Shambles and focuses on fun rather than fright so it's a wonderfully whimsical alternative to York's many ghost walks. Visitors can enhance the experience with Wizard Wand Kits, handcrafted wooden wands with instructions for seven tricks, continuing the magic at home.

 [wizardwalkofyork.com](https://wizardwalkofyork.com)



© Wizard Walk of York/  
The Story Of You

# Camping, Glamping and Holiday Park of the Year

## Hippersons Boatyard, Suffolk

Hippersons' secret hideaways and quirky houseboats are the perfect spots to create memories and escape the everyday.

Floating and nestling on the Broads National Park in the Suffolk market town of Beccles, this is an opportunity to coexist with nature along the beautiful River Waveney, watch the river world go by and reconnect with family and friends.

There is a range of self catering glamping accommodations on offer, each providing beautiful views of the river. Each accommodation also comes with a private rowing boat for your exclusive use, berthed in the small dinghy park, allocated to you on arrival.

 [hippersons.co.uk](http://hippersons.co.uk)



©Hippersons Boatyard/David Kirkham

## Mendip Basecamp, Somerset

Mendip Basecamp is an off-grid family adventure campsite in the Mendip Hills. Surrounded by ancient woodland, this rustic retreat allows guests to pitch where they like, park right by their tent, and enjoy evenings around the campfire.

Set within Mendip Activity Centre, visitors can participate in over 20 activities, including free offerings such as circus skills workshops, a climbing tower, and nature trails. Evenings feature live music alongside three onsite food and drink options.

Accommodation options include bringing your own tent or campervan, booking a ready-to-go Bell Tent, or staying in a bunk room, all with essential amenities plus luxuries like hot showers and USB charging.

 [mendipbasecamp.com](http://mendipbasecamp.com)



©Mendip Basecamp - Family Adventure Computer/Park Gray

## Polmanter Touring Park, Cornwall

Polmanter Touring Park offers five-star camping and luxury self-catering accommodation near picturesque St Ives. Nestled in beautiful countryside within walking distance of town, the Osborne family has welcomed guests for over 55 years.

Open for touring from April to October, with luxury self-catering available year-round, this award-winning park boasts exceptional facilities: a bar and restaurant, heated outdoor swimming pool, indoor play area, tennis courts, and fantastic dog-friendly amenities.

Whether you're a seasoned camper or just introducing the family to the joys of outdoor holidays, Polmanter is the perfect setting for unforgettable memories.

 [polmanter.com](http://polmanter.com)



©Polmanter Touring Park/Kiss Photography

# Self Catering Accommodation of the Year

Sponsored by



## Trevase Cottages, Herefordshire

Trevase Cottages offers two impressive barn conversions, each sleeping up to 18 guests in eight en-suite bedrooms with luxury amenities bound to exceed expectations. These family-run properties feature hot tubs, games rooms equipped with pool tables and table tennis, fully-stocked bar areas, state-of-the-art cinema rooms, and EV charging.

Perfect for multi-generational gatherings, friend reunions, celebrations, and corporate retreats, both locations prioritise quality, accessibility, and sustainability. The owners can arrange additional services including private chefs and beauticians, ensuring each stay is tailored to guests' needs. Their commitment to 'Total Guest Satisfaction' shows in their high rate of return visitors.

[trevasecottages.co.uk](https://trevasecottages.co.uk)



@Trevase Cottages/Penblith Barn & Grounds

## Treworgye Cottages, Cornwall

These sensitively restored, period cottages overlook the picturesque Looe River Valley and all 17 have their own private garden. Owners Linda and Bevis Wright are passionately devoted to their 170-acre farm and to the guests who come to share it. All visitors receive a personal welcome and attentive service throughout their stay.

Amenities include an on-site riding school, pools, extensive play facilities for children, spa treatments, farm walks, specialist dog facilities and kids' clubs in the holidays. The many guests returning year after year over decades are testament to the family's exceptional standards, attention to detail, and commitment to creating authentic Cornish holiday experiences.

[treworgyecottages.com](https://treworgyecottages.com)



@Treworgye Cottages

## Wolf Wood Treehouses, Devon

Experience the ultimate combination of luxury and wilderness at Wolf Wood Treehouses. Set in 12 acres of woodland in a secluded Devon valley, these four unique retreats offer the perfect escape. Nestled high in the tree canopy, each treehouse provides a private sanctuary to unwind and reconnect with nature without compromising on comfort.

All feature outdoor experiences, either a Jacuzzi bath or hot tub, plus either a private sauna or unlimited access to a woodland sauna. The fully equipped self-catering spaces blend cabin-style interiors with boutique hotel luxury, creating a distinctive spa experience amid spectacular woodland surroundings. Sustainability is central to the design, proving eco-conscious breaks can deliver exceptional quality.

[wolfwoodtreehouses.co.uk](https://wolfwoodtreehouses.co.uk)



@Wolf Wood Treehouses/Matthew Heritage



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# Pub of the Year

## The Blind Bull, Derbyshire

This 12th-century pub in the heart of the Peak District serves fresh, locally sourced, seasonal British cuisine. After the building had been vacant for years it was carefully restored, and in July 2020 reopened as The Blind Bull.

The kitchen team produces bold flavours using ingredients from nearby farms and suppliers whose values align with the pub's commitment to quality and sustainability.

The menu changes to reflect the seasons, with equal care given to bar snacks, evening dining, specials and breakfast offerings. Whether enjoying the snug fireplace or the beer garden overlooking Bradwell Edge, visitors experience Peak District hospitality at its finest.

 [theblindbull.co.uk](https://theblindbull.co.uk)



©The Blind Bull

## The Farmers Arms, Devon

The Farmers Arms is a thoughtfully restored Grade II listed pub with a modern culinary twist. They have reimaged British classics crafted from home-grown produce and meats from their own 150-acre farm.

The bar programme features seasonal cordials and infused spirits showcasing harvested ingredients, while the menu supports local ale producers, fisheries and foragers. The Sunday lunch offers a unique three-course sharing feast, perfect for gathering with family and friends.

Part of The Collective at Woolsery, the pub represents owners Michael and Xochi Birch's passion for preserving local heritage while creating exceptional dining experiences that celebrate Devon's agricultural bounty.

 [woolsery.com](https://woolsery.com)



©The Farmers Arms/Matt Austin

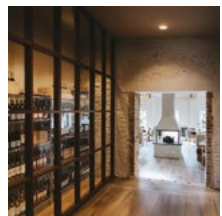
## The Griffin Inn, Leicestershire

Situated in Leicestershire's idyllic countryside, The Griffin Inn combines historic charm with contemporary elegance.

Dating back to the 1700s, this premium gastropub owned by ex-England cricketers Stuart Broad and Harry Gurney underwent a thoughtful refurbishment that expanded the space while preserving its distinctive character.

The traditional bar area creates a warm, welcoming atmosphere while a stylish second bar leads to a sheltered courtyard. The dining space is a light, bright environment for enjoying seasonal menus and a carefully curated drinks selection. Whether for special occasions or relaxed gatherings, The Griffin Inn delivers an exceptional experience in the heart of rural Leicestershire.

 [griffininnswithland.com](https://griffininnswithland.com)



©The Griffin Inn



# Business Events Venue of the Year

## Jodrell Bank Centre for Engagement, Cheshire

Awarded UNESCO World Heritage status in 2019, Jodrell Bank's role in transforming our understanding of the universe is now complemented by the £21.5 million First Light Pavilion.

This state-of-the-art facility can host up to 500 guests, features a planetarium, immersive exhibitions, a restaurant, and outdoor spaces – all of which make it a versatile venue for corporate events. The dedicated events team has driven remarkable growth, welcoming 130,000 visitors. Whether hosting corporate gatherings, stargazing sessions, lectures, or music festivals, Jodrell Bank delivers an unparalleled experience.

 [jodrellbank.net](https://jodrellbank.net)



©Jodrell Bank Centre for Engagement/Andrew Brooks

## Keele University Events and Conferencing, Staffordshire

Keele University Events and Conferencing (KUEC) offers a diverse range of facilities from the impressive Grade II listed Keele Hall with stunning views over Italian gardens, to unique, high tech, high spec, flexible spaces in their Science and Innovation Park.

KUEC supports academic, research and professional conferencing, as well as opportunities for the corporate and agency market. Their experienced team prides itself on delivering service excellence, quality food, full event management and delegate registration services. Whether hosting intimate events or large conferences, the blend of historic charm and modern technology creates the perfect setting for impactful events.

 [keele-conference.com](https://keele-conference.com)



©Keele University/Paul Brown Imaging

## The Glasshouse International Centre for Music, Tyne & Wear

The Glasshouse International Centre for Music hosts events that stir emotions and inspire action. Its distinctive curved glass structure, housing two large auditoriums, creates an unforgettable setting for any corporate event.

As an independent venue, they have the flexibility to adapt to client needs and welcome creative challenges. Their insider knowledge of local landmarks transport, and attractions allows them to effectively showcase the region to visitors.

As a charity, all profits from their conference and events programme directly support their mission of empowering and inspiring people through music, making every event meaningful beyond the occasion itself.

 [theglasshouseicm.org](https://theglasshouseicm.org)



©The Glasshouse International Centre for Music/Chris Laws

# Tourism Superstar 2025

The annual Tourism Superstar competition sees 10 finalists put to the public vote to find one winner (individual or small team) who has gone above and beyond in their job to give their visitors the best experience.



The Southampton Saints port volunteers took the VisitEngland Tourism Superstar crown this year. The team, made up of 13 port cruise welcome ambassadors, greet visitors at the city's port.

The Southampton Saints pull out all the stops when they welcome cruise ship tourists, with a friendly smile and helpful information on local attractions and must-see places. They also provide the all-important first impression, setting the standard for what visitors can expect from their tourism experience in England. In the public vote earlier this year, they secured the highest number of votes making them this year's winners.

# Drink Sponsors

## Sparkling Wine

### Bolney Wine Estate, Bolney Bubbly Rosé

A lively yet soft, fresh traditional method sparkling wine with notes of red berries including redcurrant, red cherry and strawberry, bought together with a hint of almonds.

**Contact:** [info@bolneywineestate.com](mailto:info@bolneywineestate.com)

[bolneywineestate.com](https://bolneywineestate.com)



### Ridgeview, Bloomsbury NV

A truly celebratory wine. Traditional method made from the classic sparkling grapes Chardonnay, Pinot Noir and Pinot Meunier. A radiant pale gold with a fine, delicate mousse. Lemon zest, fresh pear, and floral notes on the nose. The palate brims with fresh citrus, layered with toasted almond and buttery pastry, perfect for our awards reception.

**Contact:** [mardi@ridgeview.co.uk](mailto:mardi@ridgeview.co.uk)

[ridgeview.co.uk](https://ridgeview.co.uk)



## Still Wine

### Albourne Estate, Sussex Rosé 2023

This classic Provençal-style dry rosé has inviting aromas of red summer fruits and a crisp mineral palate. With the palest of pink hues our Sussex Rosé is elegant, refreshing and very moreish. This wine is perfect for sipping on its own or food matching.

**Contact:** [info@albourneestate.co.uk](mailto:info@albourneestate.co.uk)  
[alison.nightingale@albourneestate.co.uk](mailto:alison.nightingale@albourneestate.co.uk)

[albourneestate.co.uk](https://albourneestate.co.uk)

**Albourne Estate**



### Dillions Vineyard, Bacchus 2023

This 2023 vintage Bacchus reflects the cool and variable weather weather we had in summer 2023. This is a light, refreshing but quintessential representation of the varietal style. Aromatic, as all good Bacchus should be, yet dry. The fruit offers lovely flavours of gooseberry and pineapple, a bit of citrus with the distinctive elderflower aroma. The finish is mouthwatering and incredibly refreshing.

**Contact:** [david@dillionsvineyard.co.uk](mailto:david@dillionsvineyard.co.uk)

[dillionsvineyard.co.uk](https://dillionsvineyard.co.uk)



# Drink Sponsors

## Still Wine

### Hoffman & Rathbone, Pinot Noir NV5

Pure cold climate expression of Pinot Noir. Rich red colour, a characterful nose with aromas of ripe and soft red fruits. The palate bursts with cherry and raspberry flavours, fully fruit driven with only the slightest hint of oak. The wine is soft and well balanced with a generous mouth feel and silky finish.

 [hoffmannandrathbone.co.uk](https://hoffmannandrathbone.co.uk)



**Contact:** [winery@hoffmannandrathbone.co.uk](mailto:winery@hoffmannandrathbone.co.uk)

### Mousehall Distillery & Winery, 2022 Tidebrook Six Petals Rosé

The medieval buildings at Mousehall contain many six-petal apotropaic marks known as hexafoils or 'daisy wheels', perceived as a good luck symbol to protect against evil. This dry rosé has aromas of hedgerow fruit with an underlying freshness. Longer lees contact in tank is expressed as a brioche aroma with a creamy texture.

 [mousehall.com](https://mousehall.com)



**Contact:** [christy@mousehall.com](mailto:christy@mousehall.com)

### Oastbrook Estate, Oastbrook Chardonnay 2023

The wine presents a light gold colour, a delicate bouquet of yellow plums nectarine, pear drops, gooseberry, honeysuckle and ripe figs and hints of vanilla and spice. Rich but balanced, soft and very approachable. A lovely creamy palate is developing with chalky minerality and a long, luscious finish.

 [oastbrook.com](https://oastbrook.com)



**Contact:** [nick@oastbrook.com](mailto:nick@oastbrook.com)

### Stopham Vineyard, Stopham Pinot Gris 2023

Stopham Pinot Gris is off-dry with aromatic peach and pear fruit alongside the tropical fruit character on the nose. On the palate, this has excellent balance with crisp acidity. It is fairly full in body, with plenty of juicy fruit intensity, but is refreshing and long, with a lively citrus and stone fruit finish.

 [stophamvineyard.co.uk](https://stophamvineyard.co.uk)



**Contact:** [marie@stophamvineyard.co.uk](mailto:marie@stophamvineyard.co.uk)

# Drink Sponsors

## Beer

### UnBarred Brewery

#### Joosy

Bursting with flavour, our popular 5.1% hazy pale ale leads with intense notes of citrus fruits, sweet tangerine, grapefruit & stone fruits.

#### Plume

Delicate notes of white grape, green apple, and a hint of citrus shine through, while the grape must adds subtle sweetness, Plume is perfectly balanced by a clean malt backbone.

#### LowKey

Packed with hazy, tropical hop character and a soft, smooth mouthfeel, this is a bold, balanced beer which is bursting with flavour. Enjoy all the satisfaction of a modern pale ale, minus the alcohol & gluten!

**Contact:** [hello@unbarredbrewery.com](mailto:hello@unbarredbrewery.com)

 [unbarredbrewery.com](https://unbarredbrewery.com)

**UnBarred**

## Gin

### Slake Spirits, Alexander Gin

Slake's first recipe to use exclusively British native and naturalised flora. A distinctive and finely balanced herbal gin celebrating the green, resinous flavour of wild Sussex Alexanders. Just the spirit to celebrate this now hyper-abundant plant, in The Living Coast and beyond, that was originally introduced by the Romans. Garnished with fresh cucumber to make a perfect summertime G&T for the reception.

**Contact:** [tom@slakespirits.com](mailto:tom@slakespirits.com)

 [slakespirits.com](https://slakespirits.com)

**Slake** SPIRITS **WILD** INSPIRED

# Drink Sponsors

## Mocktails and Mixers

### Folkington's

**Indian Tonic Water:**

Sparkling mixer with bitterness from quinine and bitter orange which will accompany Slake Gin to make an amazing Sussex G&T!

**Reception Mocktails:**

**English Apple Garden Spritz:** Sparkling apple drink, with hints of cucumber, mint, rosemary, with a gently bitter finish.

**Dragonfruit And Guava Punch:**

Tropical fruit punch with a sophisticated bitter finish.

**Contact:** [frances@folkingtons.com](mailto:frances@folkingtons.com)

 [folkingtons.com](https://folkingtons.com)



# Taste of England Award

## Searcys at The Pump Room, Bath

At the heart of Bath for more than two centuries, The Pump Room has welcomed illustrious patrons including Jane Austen and Charles Dickens, maintaining its status as one of the world's most iconic tearooms.

This 1790s neo-classical salon offers an elegant backdrop for enjoying the timeless British tradition of a classic afternoon tea, including freshly prepared sandwiches, scones with clotted cream and jam, a selection of sweet treats, and of course, your choice of tea.

Also open daily for breakfast and brunch, the restaurant is operated by Searcys, the UK's oldest British caterer founded in 1847. Revenue supports conservation, education, and promotion of The Roman Baths UNESCO World Heritage Site.

 [searcys.co.uk](https://searcys.co.uk)



©Searcys at The Pump Room

## The Cavendish Hotel, Derbyshire

Situated on the Chatsworth Estate, The Cavendish Hotel is where  [cavendishhotelbaslow.co.uk](https://cavendishhotelbaslow.co.uk) executive Chef Adam Harper is showcasing the finest seasonal ingredients from celebrated Derbyshire producers.

The Garden Room welcomes guests to enjoy its bright, relaxed atmosphere and stunning estate views, the perfect place for seasonal meals and a great place to enjoy afternoon tea. Meanwhile, The Gallery, with its three AA Rosettes, sets a high standard for breakfast, lunch and two or three course dinners.

Following a £3.5 million refurbishment overseen by designer Nicola Harding and Lady Burlington, the hotel's interiors draw inspiration from Chatsworth's landscape, art, history, and people. The result, a distinctive destination where the light and views complement exceptional dining experiences.



©The Cavendish Hotel/Anna Batchelor

## The Riverside at Aymestrey, Herefordshire

The Riverside at Aymestrey focuses on creating a unique seed-to-plate dining experience. Set in tranquil Herefordshire countryside on the edge of Mortimer Forest, this historic 16th-century black and white building is enveloped by the natural beauty of the River Lugg valley.

Under Chef Patron Andy Link and General Manager George Parkes, the team crafts dishes using produce from their own two-acre gardens, smallholding with heritage livestock, and the finest local artisans. This authentic approach to sustainability extends from growing and raising ingredients to serving them in atmospheric surroundings, offering guests an immersive taste of North Herefordshire's distinctive terroir.

 [riversideaymestrey.co.uk](https://riversideaymestrey.co.uk)



©The Riverside Inn Aymestrey



# International Tourism Award

## St Mary's Guildhall, West Midlands

Coventry's St Mary's Guildhall, a medieval treasure that survived both the English Civil War and the Blitz, has been transformed following extensive renovation and now invites visitors to explore its rich history as a centre of power during the War of the Roses, one time home to the Crown Jewels, a jail for Mary Queen of Scots and inspiration for literary figures like George Eliot.

The Guildhall offers hands-on living history, multilingual historical information sheets in several languages, guided tours, digital augmented reality explorations, and family activities. The award-winning Tales of Tea restaurant completes this must-visit destination that's attracting growing numbers of national and international visitors.

[stmarysguildhall.co.uk](http://stmarysguildhall.co.uk)



© St Mary's Guildhall/Aaron Law

## The Beatles Story, Merseyside

The Beatles Story stands as a cornerstone of Liverpool's cultural landscape. This world-class attraction consistently delivers innovative exhibits, engaging storytelling and exceptional customer service, cementing its global cultural significance.

With an unwavering commitment to excellence, innovation and community, The Beatles Story attracts diverse audiences from across the world to the birthplace of the Fab Four, including a growing market of younger visitors.

The experience encompasses two locations at the Royal Albert Dock and Pier Head, featuring educational spaces, cafés and retail stores under the trademarked Fab4 brand, all contributing to Liverpool's vibrant tourist economy.

[beatlesstory.com](http://beatlesstory.com)



© The Beatles Story

## World of Wedgwood, Staffordshire

This award-winning destination in the heart of Staffordshire showcases one of Britain's most prestigious brands. Home to the V&A Wedgwood Collection and the Wedgwood Factory, this multi-experience site offers visitors a journey through 260 years of British craftsmanship and heritage.

Guests can explore the galleries, try their hand at pottery in the Creative Studios, enjoy the elegant Wedgwood Tea Room, or browse diverse retail outlets featuring luxury homewares.

World of Wedgwood perfectly blends historical significance with contemporary experiences, making it a must-visit for international tourists seeking authentic British cultural heritage.

[worldofwedgwood.com](http://worldofwedgwood.com)



© World of Wedgwood

# Ethical, Responsible and Sustainable Tourism Award

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## Battlesteads, Northumberland

Built as a farmstead in 1747, this stone-built pub, hotel and restaurant features a cosy open fire, sunny walled garden and inviting conservatory. Food features local produce, much of it grown on site in their two-acre kitchen garden.

The bar offers biodynamic wines and cask ales from local micro-breweries. This pet-friendly, family-run hotel features 22 en-suite bedrooms, including five sustainable luxury eco-lodges.

Environmental innovations include a biomass boiler, solar tracking system and dark sky observatory. All 20 staff live in the village, walking to work, showing the comprehensive commitment to sustainability that makes it one of the UK's top sustainable tourism destinations.

[battlesteads.com](https://battlesteads.com)



©Battlesteads Hotel & Restaurant

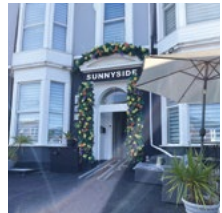
## Sunnyside Guest House Southport, Merseyside

This modern award-winning, family-run guest house in the heart of Southport town centre offers comfortable accommodation with exceptional personal service – all while being mindful of environmental impact.

Sunnyside is celebrated for its homemade delights, cakes, jams, ketchup and honey from their own beehives, all prepared using freshly sourced local produce.

Their commitment to sustainability paired with their dedication to improving experiences for travellers with additional needs and their families, creates a welcoming space where comfort and responsibility go hand in hand.

[sunnysidesouthport.co.uk](https://sunnysidesouthport.co.uk)



©Sunnyside Guest House/Larissa Duffey

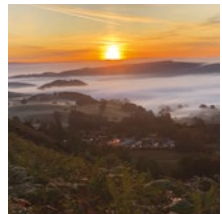
## The Quiet Site, Cumbria

The Quiet Site features stunning views, extensive facilities and a warm welcome. Located in the Lake District fells overlooking Ullswater, it offers world-class, responsible holidays with minimal environmental impact.

Investment in sustainable technologies enable them to 'reduce, reuse, refill and recycle' across their operations, including reed-based natural wastewater treatment and innovative accommodations.

In addition to their environmental efforts, this family-run holiday park embraces circular economy principles and operates an upside-down management structure, with team members taking personal responsibility for delivering exceptional guest experiences. Their driving ambition is to keep finding in greener ways of working and to continue championing sustainable tourism.

[thequietsite.co.uk](https://thequietsite.co.uk)



©The Quiet Site

# Travel Content Award

## Hannah Summers, The Times

'The British seaside town at its best (and cheapest) in winter'

 [Read Hannah Summers' article](#)



©VB/VE owned

A citizen of the town herself, travel writer Hannah Summers produced a captivating portrayal of Hastings as an idyllic winter seaside destination for The Times. Drawing from over a decade of visits and five years of residency, Hannah highlights the town's off-season allure including affordable accommodation, serene coastal walks and unexpected wildlife encounters – such as a recent humpback whale sighting. The piece captures the essence of Hastings' charm beyond the summer bustle, calling out local culinary and cultural gems from pubs and restaurants to quirky events and vintage shops.

## Jane Anderson, The i Paper

'The UK's sunniest island vying to become a 'sauna isle'

 [Read Jane Andersons' article](#)

Jane Anderson's engaging piece on the UK's first floating sauna for The i Paper provides readers with compelling reasons to explore the Isle of Wight and its unique wellness offerings. Jane effectively portrays the island's vibrancy, combining personal anecdotes with vivid descriptions which highlight the destination's natural beauty, quirky attractions and local charm. Capturing the essence of the sauna and cold plunge experience, Jane's immersive storytelling and first-hand interviews with Solmo and Bestival co-founder Rob da Bank bring the island's evolving appeal to life through an original angle.



©VB/VE owned

## Phoebe Smith, The Guardian

'Saving the seas one dive at a time in Northumberland'

 [Read Phoebe Smiths' article](#)



©VB/VE owned

Responsible travel writer and author Phoebe Smith's Guardian article explores marine conservation in Northumberland through community engagement and sustainable scuba diving practices. Phoebe's piece follows her experience of a 'Dive Against Debris' session in Whitley Bay, North East England, describing how divers can actively support marine conservation. The article blends a personal narrative with environmental advocacy, providing readers with a strong sense of place and a timely regenerative tourism message. The article also touches on the region's rich marine life, including the Farne Islands' grey seal colony, emphasising the importance of preserving these habitats.

# Unsung Hero Award

## Andrew Hurley, Volunteer Lead for National Collection of Telephone Kiosks team, Avoncroft Museum, Worcestershire

For over 35 years, Andrew Hurley has been the driving force behind Avoncroft Museum's National Telephone Kiosk Collection, a treasure of international significance. This former BT Manager's passion for preserving Britain's iconic red telephone boxes led him to secure funding for what began as three kiosks and a mobile exchange and which has grown into a comprehensive collection featuring every public kiosk issued by the General Post Office and BT since the 1920s. Andrew's meticulous approach ensures historical accuracy while his leadership has built a dedicated volunteer team of retired BT engineers who maintain the collection and bring it to life for visitors. At 86, he still travels weekly from Cheltenham to support this beloved attraction.



©Andrew Hurley

## Caitlin Brown, Manager, The Escape Key, Tyne & Wear

Caitlin Brown's journey from unemployment and sheltered accommodation to becoming an integral team member at The Escape Key showcases the transformative power of opportunity. Starting as a part-time cleaner while managing anxiety that made leaving home difficult, Caitlin quickly demonstrated initiative by creating organised cleaning systems. Her role expanded as she trained as a Games Master, receiving five-star reviews for her performance. When a staff member left unexpectedly, she stepped up to manage social media, creating engaging content and organising campaigns. Now a weekend Duty Manager and Fire Marshal responsible for safety protocols, Caitlin's growth in confidence and skills makes her an inspiring example of personal development through tourism employment.



©The Escape Key

## Hannah Clapp, Head of Experiences, Muncaster Castle, Cumbria

Hannah Clapp transformed Muncaster Castle's education services while overcoming significant geographical challenges in this remote Cumbrian location. Starting as a volunteer, her creativity, enthusiasm, and 'can-do' attitude quickly made her invaluable. She spearheaded the new 'Ecobarn' educational resource, created award-winning environmental installations, and doubled school income in her first season. Now Head of Experiences, Hannah has developed innovative school camping experiences on the castle lawns, organises major events, and brings artistic flair to seasonal decorations. From hand-painting pebbles for sustainable Easter hunts to managing weddings and functions, her diverse talents and boundless energy have made her "the bedrock of Muncaster's recent success and a springboard to a viable future."



©Muncaster Castle/Hannah Clapp

# Accessible and Inclusive Tourism Award

## Eureka! Science + Discovery, Merseyside

Eureka! Science + Discovery brings STEAM (Science, Technology, Engineering, Arts and Mathematics), subjects to life on the banks of the River Mersey. This vibrant attraction, co-created with over 300 local children, has been designed for children and young people up to age 14.

To ensure a quality experience for those with accessibility needs, there is an access guide, sensory bags, a chill out space and staff trained in disability awareness. Affordability is also considered with a free annual pass after one visit and £1 entry for Universal Credit recipients.

There's always something to discover at Eureka!, where interactive exhibits blend children's museum concepts with 21st-century science centre approaches.

 [discover.eureka.org.uk](https://discover.eureka.org.uk)



©Eureka! Science + Discovery/  
Jonathan Pow

## Marsham Court Hotel, Dorset

Situated on Bournemouth's East Cliff, this family-owned and operated hotel began in the Edwardian era hosting tea dances for the town's elite.

Now boasting 95 bedrooms, two self-catering apartments, and nine versatile function spaces, the Marsham Court combines historic character with modern accessibility. Recent investments have significantly enhanced facilities for guests with diverse needs, attracting a new demographic previously unable to enjoy the hotel's charms.

Excellent transport links and stunning sea views delight both international and domestic visitors alike. The professional staff, considered part of the Marsham Court family, provide a warm welcome that makes every guest feel special.

 [marshamcourthotel.co.uk](https://marshamcourthotel.co.uk)



©Marsham Court Hotel

## The Courtyard, Herefordshire

The Courtyard is a welcoming venue for everyone including deaf, visually impaired, disabled and neurodiverse customers.

The Courtyard provides a range of accessible features and opportunities including wheelchair accessibility, a Changing Places toilet, touch tours, tactile maps and signage, hearing loop, Relaxed/ British Sign Language/Subtitled/Audio Described performances and screenings, social stories, dementia friendly events, inclusive workshops and complimentary carers tickets. Recently awarded the Silver level of Attitude is Everything's Live Events Access Charter for 2024-2026, The Courtyard demonstrates unwavering commitment to improving experiences for disabled audiences, artists, and team members, ensuring every visit exceeds expectations.

 [courtyard.org.uk](https://courtyard.org.uk)



©The Courtyard / Joe Noble

# Large Visitor Attraction of the Year

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CONNECTING AMAZING PLACES

## Black Country Living Museum, West Midlands

At Black Country Living Museum, you're assured a bostin' day out exploring over 250 years of history through living interpretation.

Mind yer head as you go underground for a glimpse of life as an 1850s coal miner, visit the Limelight Cinema to loff at a 1920s silent film, dance to 1950s vinyl in Stanton's Music Shop, or watch clay fly at Cricket Field Brickworks.

With 80 authentically recreated historic buildings, the museum brings history to life. Look out for classic vehicles, take a vintage bus ride, or brave an Edwardian school lesson, but be careful not to get the cane, bab!

 [bclm.com](https://bclm.com)



@Black Country Living Museum/  
Nick Robinson

## Liverpool Football Club Tours & Experiences, Merseyside

Liverpool FC offers visitors exclusive behind-the-scenes access to England's most successful football club.

The award-winning range of experiences includes a brand-new museum featuring stunning trophy displays and interactive audio guides enhance the Stadium Tour experience in 11 different languages.

For thrill-seekers, the 100-foot abseil down the stadium provides an adrenaline-pumping perspective of Anfield, while the Ultimate LFC Experience offers a unique opportunity to train with Liverpool Legends at the world-famous Melwood Training Ground. A must-visit for football fans and those seeking authentic Liverpool culture.

 [liverpoolfc.com](https://liverpoolfc.com)



@Liverpool Football Club Tours  
& Experiences

## National Space Centre, Leicestershire

The National Space Centre inspires curiosity about space exploration while developing future scientists and engineers. Through amazing artifacts, shows and interactive exhibits, visitors discover space travel, living beyond Earth, and how satellite applications address global challenges.

The Centre's National Space Academy teaches students nationwide, while its planetarium shows entertain audiences in 1,000 venues across 60 countries. Its post-16 educational courses have helped 150 young people access higher education and employment.

The Ignite! Community Programme engages 10,000 young people annually, building confidence and aspirations through inspiring learning experiences about our universe and beyond.

 [spacecentre.co.uk](https://spacecentre.co.uk)



@National Space Centre/Hulton + Crow





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# Large Hotel of the Year

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## Mallory Court Country House Hotel & Spa, Warwickshire

Mallory Court Hotel and Spa offers exceptional hospitality, thanks to a dedicated, experienced staff and stunning grand Lutyens-style main house.

Nestled within 10 acres of picturesque, verdant grounds, our hotel represents the epitome of a quintessentially English country house.

Offering a total of 43 luxurious bedrooms including the Knights Suite, exquisite dining and a luxurious spa, the hotel combines traditional values with modern luxury, creating a tranquil retreat where guests can indulge in first-class service while enjoying the picturesque Warwickshire countryside.

 [mallory.co.uk](https://mallory.co.uk)



©Mallory Court Country House Hotel & Spa

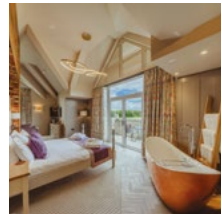
## Sandburn Hall, North Yorkshire

This beautiful contemporary country hotel, set on a 1,000-acre estate just 15 minutes from York city centre, offers the perfect base to explore Yorkshire's city, coast, and countryside.

Family-owned Sandburn Hall excels in accommodation, golf, weddings and dining, delivering professional, friendly service with a warm Yorkshire welcome.

The stunning architecture includes the largest oak beam installed in a building in York since the Merchant Adventurer's Hall in 1368. With some of the finest bedrooms and suites in the area overlooking lakes and open countryside, Sandburn Hall combines rural tranquillity with easy access to York's attractions.

 [sandburnhall.co.uk](https://sandburnhall.co.uk)



©Sandburn Hall

## Titanic Hotel Liverpool, Merseyside

Set within Liverpool's historic Stanley Dock, this four-star hotel occupies a Grade II listed former Victorian warehouse designed by Royal Albert Dock architect Jesse Hartley.

The careful transformation preserves the building's maritime heritage and original character while incorporating contemporary décor and amenities.

The exceptional scale of the former dock building is reflected in 153 spacious bedrooms that blend historical features with modern luxury. Beneath the hotel, Maya Blue Wellness offers a subterranean sanctuary for relaxation and rejuvenation. Located in one of the city's most atmospheric waterfront areas, Titanic Hotel Liverpool provides a unique stay experience that honours Liverpool's rich maritime past.

 [titanichotelliverpool.com](https://titanichotelliverpool.com)



©Titanic Hotel Liverpool



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\*CIR Risk Management Awards 2024, Risk Management Team of the Year - Financial Sector and The Gracechurch UK Claims Monitor 2025

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# Outstanding Contribution to Tourism Award

The Outstanding Contribution to Tourism Award is a special award given every year by the VisitEngland Advisory Board to an individual, institution or collective that has contributed something special and unique to tourism in England.

Through their work during the previous year, recipients of this award have supported our work and have highlighted tourism's contribution and value to our nation's economy, employment, environment and quality of life.

## Past winners:

<b>2002</b>	HM The Queen
<b>2003</b>	Harry Potter
<b>2004</b>	Judith Chalmers
<b>2005</b>	The Duchess of Northumberland for Alnwick Garden
<b>2006</b>	Sir Cameron Mackintosh for London's Theatreland
<b>2007</b>	Sir Paul McCartney and the City of Liverpool
<b>2008</b>	Michael Eavis CBE for Glastonbury Festival
<b>2009</b>	The English Pub
<b>2010</b>	The National Trust
<b>2011</b>	The Royal Shakespeare Company
<b>2012</b>	The English Garden
<b>2013</b>	The 2012 Olympic and Paralympic Ambassadors
<b>2014</b>	The Travel Agent
<b>2015</b>	The Chefs of England
<b>2016</b>	BBC Countryfile
<b>2017</b>	The Premier League
<b>2018</b>	Historic Royal Palaces
<b>2019</b>	England's National Parks
<b>2020</b>	The business events industry, supporting England's Nightingale Hospitals
<b>2022</b>	The English Period Drama
<b>2023</b>	England's Coast
<b>2024</b>	Host of the 2023 Eurovision Song Contest, The City of Liverpool

# Thank you to our sponsors



**Ecclesiastical** Insurance's mission is to protect what matters most to people and organisations, with specialist insurance, dedicated expertise, and award-winning service. They help individuals and organisations to protect what matters most to them across a broad range of specialisms including hotels.

Their specialism and purpose makes them unique - proudly part of the Benefact Group, they give all available profits to charity and have now donated £250 million making them the Directory of Social Change's - third largest corporate donor across the last decade.

As sponsor the Large Hotel of the Year they are delighted to celebrate these fabulous establishments and their hard-working teams.



**RAW Charging Network Limited** is the leading provider of destination-focused EV charging solutions, partnering with the UK's top leisure and hospitality brands across the UK. Through its fully funded, hassle-free infrastructure, RAW provides attractions with a seamless, convenient and reliable charging experience for their visitors. As sponsor of the Large Visitor Attraction of the Year at the 2025 VisitEngland Awards for Excellence, RAW is delighted to be celebrating world-class destinations that offer unforgettable visitor experiences while embracing innovation and sustainability.



**Sykes Holiday Cottages** as one of the UK's leading and fastest-growing independent holiday let rental agencies, has been supporting holiday home owners for over 30 years. **Sykes Holiday Cottages** is one of the best-known travel brands in the UK, having won the British Travel Award for Best Large Holiday Cottage Booking Company for over ten years. We are experts in our field, and we know holiday letting inside out. **Sykes Holiday Cottages** are delighted to sponsor the **Self-Catering Accommodation Provider of the Year** and the **Ethical, Responsible and Sustainable Tourism Award** at the 2025 VisitEngland Awards for Excellence.



**PASC UK** is the largest trade association representing the self-catering/short-term rental sector in the UK. Our work has two threads, providing support through phone and email, regular virtual and in-person meetings for our members. All of this is backed up by a website full of resources to help the sector.

**PASC UK** also takes a leading role by working with the Government to mitigate the impact of the wide range of interventions on the Sector, to support professional self-caterers through regulatory and taxation changes. We work tirelessly with Officials and Ministers to demonstrate the impact of these policies.

We are delighted to be supporting the VisitEngland Awards for Excellence by sponsoring the evening entertainment for the event.

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**Awards for  
Excellence  
2025**

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