



@VisitEngland/kevin Moran



VisitEngland™

Awards for Excellence 2026

Aerospace Bristol
3 June 2026

#VEAwards2026

Menu

Canapés

Whipped Homewood goat's curd with spiced, pickled pear and brioche crostini (vegetarian)

Char-grilled jerk-style chicken brochette, mango & pineapple salsa (meat)

Polenta, wild mushroom & black truffle fritter, chive 'mayonnaise' (vegetarian/vegan only)

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Main course

Slow roasted lamb shoulder with pressed potatoes, fennel seed roasted carrot, celeriac puree, mint tossed peas & spring onions.

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Vegetarian Main course

Salt baked & char-grilled celeriac 'steak' with pressed potatoes, fennel seed roasted carrot, celeriac puree, mint tossed peas & spring onions.

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Dessert

Strawberries & cream – Vanilla panna cotta with Cheddar strawberries, elderflower & strawberry gel, Marshfield farm strawberry sorbet, caramelised puff pastry, and whipped mascarpone.

**We welcome you to
the VisitEngland
Awards for Excellence,
hosted this year at
Aerospace Bristol
– under the wings
of Concorde Alpha
Foxtrot.**

 VisitEnglandBiz

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 VisitEngland

 VisitEnglandAwards.org

#VEAwards2026



Patricia Yates
CEO, VisitEngland

A very warm welcome to you, representatives and champions of our industry, to the VisitEngland Awards for Excellence 2026, held this year at the iconic Aerospace Bristol, beneath the wings of Concorde Alpha Foxtrot — a powerful symbol of innovation, ambition and world class achievement.

Tourism continues to play a vital role in England's economy, contributing around £127 billion a year and supporting over two million jobs. From coastal communities to city centres and rural destinations, our industry drives growth, creates opportunity and brings people and places together.

Despite another mixed year for the sector, we continue to see organisations respond with resilience, creativity and a clear focus on delivering high quality visitor experiences.

The strength and depth of England's tourism sector is evident in the quality of tonight's finalists. Reaching this stage is a significant achievement, following success in local competitions and a rigorous national judging process. Each of you represents the very best of our industry, and whatever the outcome this evening, you should be immensely proud of what you have achieved.

Tonight, we celebrate your contribution — the people, businesses and organisations who create outstanding experiences, bring forward new ideas and continue to raise standards. Your work strengthens communities, supports local economies and showcases England as a world class destination.

My sincere congratulations to all our finalists. I wish you the very best of luck and look forward to an excellent evening.

Order of events

Reception Drinks

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Welcome

Councillor Ian Boulton, Co-Leader of South Gloucestershire Council
and Member of the Visit West Advisory Board

Lady Victoria Borwick, Chair 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 and 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

Regenerative 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

.....

Entertainment and Networking

.....

Students

Tonight we are proud to support the next generation of event and media professionals from the University of the West of England's Business and Events Management programme, alongside students completing the Level 3 Diploma in Creative Media Production at City of Bristol College.



#VEAwards2026

Thank you to all our local competition partners

Sophie King

West Midlands Tourism Awards

Eleanor Bryson

Visit York Tourism Awards

Dominique Bray

Visit Worcestershire Tourism
Awards

Diane Mansell

Visit Herefordshire Tourism Awards

Holly Oakland

Suffolk & Norfolk Tourism Awards

Andrea Sammons

Staffordshire & Stoke-on-Trent
Tourism Awards

Emma McAlea

REYTAS

Lindsay Rae

Peak District, Derbyshire & Derby
Tourism Awards

Rachel Stewart

Nottinghamshire Tourism Awards

Sarah Davidson

North East England Tourism
Awards

Fiona Bebbington

Marketing Cheshire Annual
Awards

Carolyn Knott

Liverpool City Region Tourism
Awards

Janine Williams

Leicestershire Promotions Tourism
& Hospitality Awards

Maria Moriarty-Eames

Lancashire Tourism Awards

Isabel De Veer

Discover Northamptonshire
Tourism Awards

Sarah Davies

Cumbria Tourism Awards

Robin Barker

Dorset Tourism Awards, Devon
Tourism Awards, Cornwall Tourism
Awards, Bristol, Bath & Somerset
Tourism Awards and Beautiful
South Tourism Awards

Tourism Superstar

The Battle of Evesham Historical Events and Re-enactments - Mick Hurst

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.

This year's Tourism Superstar is Mick Hurst, founder and CEO of The Battle of Evesham Historical Events and Re-enactments in Worcestershire.

Mick has transformed a local re-enactment into an internationally recognised, year-round programme, bringing Evesham's history to life for thousands of visitors. What began as a single event now includes talks, markets, demonstrations and educational experiences for all ages.

Known for his warmth, humour and deep knowledge, Mick creates memorable, inclusive experiences while working closely with local businesses to support the wider visitor economy and keep events free to attend. His resilience through challenges, including severe weather and Covid, has built a loyal volunteer community.

Alongside delivering standout events, Mick champions Evesham's future through advisory roles and an ambitious vision for a dedicated visitor centre—making him an outstanding ambassador for Worcestershire.

battleofevesham.co.uk



@Matthew Millies Video

New Tourism Business of the Year

The Story of Emily

Located in St Ives, The Story of Emily is a recently established visitor attraction centred on the life and legacy of English humanitarian and peace activist Emily Hobhouse. Set within a restored Victorian rectory, the experience combines immersive exhibitions, the War Rooms museum and heritage-inspired spaces with gardens and a restaurant.

Since opening, it quickly established itself as one of the most distinctive and emotionally resonant new destinations within Cornwall, offering visitors a reflective and engaging way to explore history in a carefully curated setting.

thestoryofemily.com



@Dook Clunie Ross

One Acre Wood

Opened in 2023 in the Herefordshire countryside, One Acre Wood offers a collection of handcrafted treehouses designed as a nature-based escape. Set within a woodland canopy, the accommodation combines spacious interiors with outdoor features including firepits, play areas and woodland trails.

Developed as a family-led project, the site provides a secluded rural setting where guests can enjoy time together, with the experience shaped by both the landscape and the unique design of each treehouse.

oneacrewood.co.uk



Flora and Fauna Exmoor

Tucked within Exmoor National Park, Flora and Fauna opened in 2023 as a farm diversification project. Two safari-style tents combine luxury with carefully integrated accessibility, becoming the UK's first to achieve an M3 Gold Star rating for full-time wheelchair users.

Set on a working farm, the retreat offers a quiet, secluded setting where visitors can unwind and connect with the landscape.

Developed with specialist consultants to combine accessibility, luxury and bespoke design, the project earned its owners VisitEngland's Rose Award for Recognition of Service Excellence in 2023.

glampingexmoor.co.uk



B&B and Guest House of the Year

Holly Lodge Boutique Bed & Breakfast

Taken over in 2019 and extensively redeveloped, Holly Lodge Boutique B&B has transformed from a traditional property into a contemporary countryside retreat in north Norfolk. The business now offers six individually styled bedrooms and a shepherd's hut, set within landscaped gardens.

Holly Lodge caters to a wide range of guests, offering flexible, well considered accommodation and the knowledge that their trip to Thursford is fully catered for.

Guests are served breakfasts using locally sourced produce, while its location near coastal resorts and the Thursford Collection museum has helped establish it as a popular choice for short breaks throughout the year.

hollylodgeboutique.com



MonkBridge House

Purchased in February 2020 by owners with no prior hospitality experience, MonkBridge House has since undergone a significant refurbishment.

Located just a short walk from York Minster, this multi award winning Victorian guest house offers eight bedrooms, alongside a lounge and courtyard garden. Breakfast features locally sourced and homemade produce, while facilities including electric vehicle charging, secure cycle storage and private parking support guests visiting the city.

monkbridgehouseyork.com



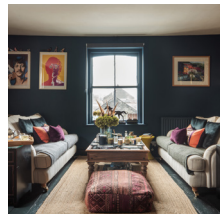
@YCS Studio

One Drake Road and Apartments

Set within a Georgian townhouse dating from 1752, One Drake Road opened in 2018 following a full restoration of the property in Tavistock. The business combines boutique guest rooms with a self-catering apartment and additional local properties, offering flexibility for different types of getaways but the same focus on high-quality, homely stays.

Guests are welcomed with features including fresh coffee and organic toiletries, while its central location provides easy access to Dartmoor and the surrounding Devon countryside.

onedrakeroad.co.uk



@Matthew Heritage

Small Hotel of the Year – sponsored by Booking.com

Farlam Hall Hotel & Restaurant

Farlam Hall is a country house hotel in Cumbria with a history dating back to 1428. Set within landscaped grounds, it blends tradition and innovation. Under current ownership, the Hall has undergone refurbishment to update both guest accommodation and dining spaces. The hotel now offers bedrooms within the main house as well as additional cottages, while its Michelin star winning restaurant focuses on locally sourced ingredients. Located near Hadrian's Wall, it provides a base for visitors exploring the surrounding area.

[farlamhall.com](https://www.farlamhall.com)



@David Blake Photography

Peak Edge Hotel

Peak Edge Hotel is a family-owned property located on the edge of the Peak District, offering 27 individually designed bedrooms alongside the Red Lion Restaurant. Originally dating back to 1788, the hotel has been restored and developed to combine its heritage with a contemporary approach to hospitality. The business works closely with its nearby Red Tractor accredited Walton Lodge Farm, supplying meat and produce directly to the kitchen, while guests can stay, dine, or explore the surrounding countryside.

[peakedgehotel.co.uk](https://www.peakedgehotel.co.uk)



The Tempus

In Northumberland, The Tempus reimagines former farm buildings as a design-led destination hotel with a distinctive personality. 40 individually styled bedrooms and bold communal spaces create an immersive environment, while venues such as The Orangery host dining, celebrations and events throughout the year.

Since opening in 2023, the property has expanded its offer to include additional accommodation and experiences, attracting both overnight guests and visitors for dining and events within a restored rural setting.

[thetempus.co.uk](https://www.thetempus.co.uk)



@Zac and Zac

Small Visitor Attraction of the Year

Ad Gefrin Anglo-Saxon Museum & Whisky Distillery

Ad Gefrin opened in 2023 in Wooler, bringing together an Anglo-Saxon museum and English whisky distillery within a single visitor experience. The project transformed previously unused land into a new cultural and production site in Northumberland. Visitors can explore a reimagined Great Hall, take guided tours through the distillery process and visit the tasting room, bistro and shop, all set within a building designed to reflect the landscapes and heritage of the region.

adgefirin.co.uk



@Sean Elliott Photography

Morgan Experience

Based at the Morgan Motor Company in Malvern, the Morgan Experience has developed as part of the company's evolution since opening its original visitor offering in 2009. Following investment and redevelopment, the Experience Centre now offers factory tours, driving experiences and exhibitions. Visitors can follow each stage of the hand-built vehicle process, alongside exploring the archive, showroom, shop and café located on site.

experience.morgan-motor.com



National Justice Museum

The National Justice Museum opened in Nottingham's Shire Hall in 1995, transforming a historic courthouse and prison into an immersive visitor attraction. Since then, the museum has expanded both its exhibitions and its national learning programme. Visitors can explore courtrooms, prison cells and galleries brought to life through costumed interpretation, with daily performances and interactive trials taking place across the building's five floors.

nationaljusticemuseum.org.uk



@Lamar Francois

Experience of the Year

Blacksmithing Experience Days at Oldfield Forge

Set within the Herefordshire countryside, Oldfield Forge offers the UK's leading blacksmithing experiences for individuals, families and groups. Visitors can create their own items while learning traditional techniques in a hands-on setting, guided by a skilled team of 25 passionate staff. Each visit combines creativity and craft, with guests leaving with a unique, handcrafted product they can take home and be proud of.

oldfieldforge.co.uk



Make Your Own Distilled Spirit at Shed One Distillery

Beginning life in a small garden shed in Ulverston in 2016, this Cumbrian distillery now offers a range of hands-on visitor experiences in a characterful converted space. Guests can create their own gin or vodka, join guided tours and tastings, or enjoy botanical-inspired afternoon teas. The experience combines craft, flavour and a relaxed, sociable atmosphere, encouraging visitors to explore both the process and the products at their own pace.

shed1distillery.com



@ZoeArnold-Bennett

The Wizard Walk of York

Enchanting tourists since 2022, this walking tour explores York's historic streets and hidden corners, blending storytelling with magic and humour. Visitors follow a carefully planned route designed for accessibility, while taking part in moments of performance along the way. Participants can even purchase wand kits, to continue the experience beyond the tour.

Created with families in mind, it offers a light-hearted and imaginative way to experience the city beyond its more traditional tours.

wizardwalkofyork.com



@The Story of You

Camping, Glamping and Holiday Park of the Year

Bredon View Glamping Retreats

With the strapline “Nurtured by Nature” Bredon View Glamping Retreats blends sustainability with comfort. The site contains carefully designed, architect-designed, earth-sheltered pods with private wood-fired hot tubs, panoramic views, and thoughtful touches like homemade brownies, locally pressed juice, filtered coffee, and marshmallows for the fire.

Guests are supported with tailored local recommendations, creating a stay that combines comfort with a strong connection to the Worcestershire countryside.

bredonviewglamping.com



Clawford Lakes Resort and Spa

Clawford Lakes brings together luxury accommodation and outdoor adventure across 98 acres of Devon countryside. The floating lodges, cocoons and lakeside properties sit among 17 scenic lakes, where visitors can enjoy free watersports, fishing and wild swimming just steps from their doors.

With a restaurant, spa and outdoor pool, the resort offers a flexible stay, balancing activity and relaxation.

clawfordlakes.co.uk



@Jo Hunt

Kaya at Blackhill Farm

On the edge of the Brecon Beacons, Kaya offers a peaceful adults-only glamping experience set within open countryside. Handcrafted accommodation combines comfort with striking views, while features such as outdoor bathing and firepits encourage guests to spend time outdoors. Designed as a place to unwind and recharge, the site provides a quieter style of stay shaped by landscape and simplicity.

kayaatblackhillfarm.com



@Owen Howells

Self-Catering Accommodation of the Year

Bosinver Farm Cottages

Award-winning holiday cottage complex Bosinver Farm Cottages offers a collection of detached self-catering cottages arranged like a small hamlet. The land is managed organically for wildlife and focuses on reconnecting guests with a peaceful, beautiful, natural environment.

Families can explore open spaces, meet animals and enjoy time outdoors, while interiors provide comfort and space to relax. Close to the coast yet rooted in a rural setting, it offers a flexible and family-focused base for exploring the wider area.

bosinver.co.uk



Cedar Hollow @ The Oaks

What started in 2021 with the dream of building a space for hosting charity events year-round, turned into a haven of illusion and magic: escape rooms, enchanted mirrors, secret doors and more, to spark curiosity in children and adults alike.

Tucked within woodland, The Oaks is a family-run collection of immersive self-catering retreats drawing inspiration from storytelling and craft. From a treehouse to themed hideaways, each space is designed to encourage exploration as well as relaxation, creating a distinctive, imaginative stay.

Whether stargazing in the jacuzzi or solving riddles in the woods, guests leave restored, reconnected and re-enchanted.

theoaks.uk



Rowley Farm Holidays

Rowley Farm Holidays was born from owner Clare's vision to breathe new life into a disused Worcestershire farm and create a peaceful, design-led retreat where both humans and dogs feel truly at home in luxury accommodation.

Featuring a collection of converted farm buildings and a shepherd's hut designed as a quiet rural retreat, this business specialises in welcoming anxious dogs, offering enclosed gardens, quiet rural surroundings, and stress-reducing features.

rowleyfarmholidays.co.uk



Pub of the Year

The Kirkstyle Inn and Sportsman's Rest

Set beside the South Tyne River in Northumberland, The Kirkstyle Inn and Sportsman's Rest combines restored character with contemporary interiors.

The kitchen, led by head chef Connor Wilson, champions a sustainable farm to fork approach, with seasonal menus using produce from the surrounding moorlands. Creative use of lesser used cuts helps reduce waste while delivering dishes full of flavour.

With additional bedrooms and regular events, it serves as both a destination for visitors and a hub for the local community.

theksi.co.uk



@Susie Lowe

The Tickled Trout, Barlow

In the Derbyshire village of Barlow, The Tickled Trout, run by owner Chris Mapp, brings together a village pub setting with a focus on seasonal cooking using carefully selected local ingredients from trusted producers, shaping menus throughout the year.

With a long list of national achievements, its reputation has grown to be regarded as one of the best places to eat in Derbyshire offering guests a relaxed dining experience in a welcoming space.

tickledtroutbarlow.com



@Lauren White

The Tollemache Arms

Located in a Northamptonshire village, The Tollemache Arms offers a lively and welcoming pub experience with a focus on seasonal food and drink. Menus showcase produce from local suppliers, while indoor and outdoor spaces cater for everything from casual lunches to evening dining. With views across open countryside, it provides a relaxed setting for both visitors and the local community.

thetolly.co.uk



@Craig Fraser

Business Events Venue of the Year

The Catalyst

In Newcastle's innovation district, The Catalyst is a leading business events venue offering 11 flexible meeting and event spaces, alongside a dedicated exhibition area. Its facilities include a theatre, breakout rooms and exhibition spaces, supporting a wide range of event formats.

Set within a hub of research and enterprise, The Catalyst combines contemporary facilities with a strong connection to innovation and industry.

thecatalystnewcastle.co.uk



Nottingham Venues

Nottingham Venues is a collection of independent venues located within the landscaped grounds of the university campus. Focused on excellence in meetings and events, it offers a diverse range of conferencing, hotel and event spaces, supporting everything from intimate meetings to large-scale international conferences.

Since its inception in 1994, the site has continually evolved, now employing 290 people and welcoming tens of thousands of guests each year.

nottinghamvenues.com



Warwick Conferences

Set within the University of Warwick campus, Warwick Conferences is dedicated to transforming the way training, events and conferences are run by providing innovative environments and excellent service.

Offering endless possibilities for organisers, Warwick Conferences hosts theatres, lecture rooms and outdoor spaces, accommodating everything from small meetings to large conferences across 300 event and meeting spaces within three venues. For larger events, Central Campus Venues can host up to 1,200 delegates.

A strong focus on flexible spaces allows organisers to tailor events that inspire and enable delegates to flourish.

warwick.ac.uk/services/conferences



Taste of England

Blackfriars Restaurant

Set within a medieval friary dating back to 1239, Blackfriars Restaurant offers dining in one of Britain's oldest refectories. In 2001, local entrepreneurs Andy and Sam Hook opened Blackfriars Restaurant and under their ownership, the business has grown over the past 24 years to employ around 70 staff.

Menus focus on traditional British dishes made with seasonal, locally sourced ingredients, prepared in-house. Service is relaxed, informal and friendly yet professional with consistent attention to detail and represents excellent value for money.

Alongside everyday dining, the venue hosts events, banquets and cookery classes actively engaging with the community, ensuring its heritage and values continue to enrich Newcastle for generations to come.

blackfriarsrestaurant.co.uk



Carriages Restaurant

Located in Herefordshire, Carriages offers a refined dining experience centred around seasonal menus and local produce. Guests begin with a welcome drink courtesy of owner Tony Killeen, along with a selection of canapes and housemade focaccia and salted butter, before settling into a space overlooking landscaped gardens, where tasting and à la carte menus evolve throughout the year. The combination of setting, service and carefully sourced ingredients shapes a considered and engaging dining experience.

carriageshereford.co.uk



@Nick Briggs

Eight at Gazegill

Eight at Gazegill opened 9th March 2024. Emma and Ian took the reins of the organic family farm in 2006 with an ambition that onsite farm produce would be served in an onsite restaurant.

Set within a working organic farm in Lancashire, Eight at Gazegill is a unique off grid, farm to fork dining experience shaped by the seasons. Menus change regularly to reflect what is available from the farm and surrounding land, with ingredients sourced, grown or foraged nearby. Set within a striking oak framed building, it combines landscape, produce and dining into a single experience.

Employing 18 full time staff, Eight at Gazegill is a growing business that understands their team is pivotal to the success of the farm.

eightatgazegill.co.uk



International Tourism

The Beatles Story

The Beatles Story is Liverpool's leading visitor attraction and has been telling the story of the city's most famous sons since 1990, using interactive experiences and recreated sets including The Cavern Club and Abbey Road Studios.

Celebrated for its storytelling appeal, the exhibition attracts visitors from across the world, inspiring new generations with music that defined an era. As a leading cultural attraction and a cornerstone of Liverpool's UNESCO City of Music status, it showcases in a world-class way, the enduring impact of The Beatles. The exhibition features an impressive collection of authentic memorabilia including original instruments and handwritten lyrics.

[beatlesstory.com](https://www.beatlesstory.com)



Castle Howard

In the Yorkshire countryside, Castle Howard welcomes visitors to explore a historic estate known for its architecture, interiors and landscaped grounds. Castle Howard's mission is to protect and conserve its built and natural environment, with all revenue directly contributing to the preservation of this special place. This historic country estate delights 300,000 visitors a year through an ever-changing calendar of delightful events, experiences, and exhibitions. Drawing guests from across the world, it remains a well established destination rooted in heritage and landscape.

[castlehoward.co.uk](https://www.castlehoward.co.uk)



@David Linsley

Kents Cavern Prehistoric Caves

In Devon, Kents Cavern is a natural cave system that has attracted visitors for over 500,000 years, including three different human species, and continues to draw international audiences.

Visitors are guided through the cave by knowledgeable tour guides, who bring its rich history and archaeology to life, revealing the story of prehistoric Britain.

Kents Cavern employs 18 full-time staff, including a seven-person management team, with team members supporting tours, education programmes, events and on-site hospitality.

[kents-cavern.co.uk](https://www.kents-cavern.co.uk)



Regenerative Tourism

Eight at Gazegill

Set within an organic farm in Lancashire, Eight at Gazegill offers a dining experience shaped by its surroundings. Ingredients are grown, reared or foraged on-site, with menus evolving through the seasons to reflect the farming year. Sustainability is embedded across every aspect of the business with solar, wind and battery storage as well as wood fired cooking powering the site.

The setting connects visitors directly with the land, providing a clear sense of place through both the food and the surrounding landscape.

eightatgazegill.co.uk



Edgbaston Park Hotel and Conference Centre

Located on the edge of the University of Birmingham campus, this four star hotel combines contemporary accommodation with event and conference facilities. It operates with a clear sustainability strategy, focused on reducing its carbon footprint while strengthening guest experience and community engagement, with work recognised by B Lab, ECOsmart and Green Tourism.

As one of only a handful of UK hotels with B Corp certification, Edgbaston Park Hotel and Conference Centre champions its people, planet and community, with an ambition to reach net zero carbon by 2035, aligning with the University of Birmingham's sustainability commitments.

edgbastonparkhotel.com



@Nick Robinson

Gladwins Farm

Set within 22 acres of Suffolk countryside, Gladwins Farm offers a family-run collection of 13 eco-conscious holiday cottages and lodges where regenerative tourism is a way of life. With solar arrays, a biomass boiler, natural sewage plant, and rainwater recycling, the self-catering site generates its own energy and nurtures its natural surroundings.

Guests can explore woodland walks, enjoy open spaces and make use of on-site facilities, creating a self-contained experience. With a long history of welcoming visitors, it continues to offer a setting shaped by its landscape.

gladwinsfarm.co.uk



Travel Content Award

Chris Leadbeater, The Telegraph

'This charming Herefordshire town is the real star of Hamnet'

[Read Chris Leadbeater's article](#)



@Chris.Leadbeater

Chris Leadbeater's Telegraph article featured an evocative portrayal of Herefordshire, spotlighting Weobley which starred in the 2026 film adaptation of Maggie O'Farrell's *Hamnet*. Blending literary and cinematic relevance with a vivid sense of place, he brings the historic village and its present-day residents and experiences to life. The piece highlights Herefordshire as both culturally rich and compellingly under the radar.

Emily-Ann Elliott, The i Paper

'North Yorkshire's spa holidays are still the best – and cost less than £225'

[Read Emily-Ann Elliott's article](#)

Emily-Ann Elliott's engaging and relatable take on North Yorkshire's enduring spa appeal in her *i Paper* piece. Combining practical insight with atmospheric detail on the region's rich wellness heritage, she highlights how to experience our historic spa towns at standout value. The article showcases how high-quality English wellness experiences can still feel both attainable and distinctly special.



@Emily-Ann.Elliott

Rhiannon Batten, The Guardian

'From farms to fork: a food-lover's cycle tour of Herefordshire'

[Read Rhiannon Battens' article](#)



@Rhiannon.Batten

Rhiannon Batten's immersive Guardian feature exploring Herefordshire's food scene by bike. Following a thoughtfully paced route, she connects readers with local farmers, producers and cider-makers, bringing the region's farm-to-table culture into focus. The piece champions slow, regenerative travel while capturing the richness and authenticity of Herefordshire's rural and culinary landscape.

Unsung Hero Award

Andy Black, Horses and Ponies Protection Association

happa.org.uk

As Café Manager at HAPPA, Andy Black has played a key role in transforming the on-site café into a welcoming and central part of the visitor experience. His work extends beyond the kitchen, contributing to events, supporting the wider team and helping to create an environment where visitors feel at ease. Alongside developing new menus and seasonal offers, he works closely with local suppliers, while also supporting the day-to-day running of the site, making him a constant and dependable presence across the organisation.

Jayne Chapman, Tatton Park

Jayne Chapman has been at the heart of Tatton Park's Farm for over 35 years, shaping it into a place where visitors can connect with farming, heritage and conservation. As Farm Manager, her work spans everything from developing educational programmes to supporting rare breed initiatives, including work to help preserve native livestock. She leads a wide range of events throughout the year and plays an active role in the local community, bringing knowledge, energy and consistency that underpin both the day-to-day running of the farm and the experience visitors encounter.

tattonpark.org.uk



@Tatton Park

Viv Smith, National Stone Centre

Viv Smith has become a familiar and valued presence at the National Stone Centre since joining as a volunteer in 2020. Initially supporting the Rock Shop, she has since taken on a wider role across education and visitor engagement, working with school groups and leading guided fossil tours. Her enthusiasm and knowledge play an important role in bringing the site to life for visitors, while her work developing new activities and supporting group visits continues to enhance the experience offered across the Centre.

nationalstonecentre.org



@National Stone Centre

Accessible and Inclusive Tourism Award

Attwell Farm Park

Located in Worcestershire, Attwell Farm Park is a multi-award-winning, family-run attraction combining animal encounters with indoor and outdoor play. Seasonal events are designed with accessibility in mind, including autism-friendly sessions and inclusive activities. These are supported by fully accessible play areas and a state-of-the-art Changing Places facility.

A team of 50 delivers daily family visits, school programmes, animal experiences and seasonal events, while also supporting placements for students, neurodiverse groups and community organisations. Ongoing investment in facilities, training and tailored experiences has earned strong industry recognition. This creates a full day out that brings learning, play and the outdoors together.

attwellfarmpark.co.uk



Hoe Grange Holidays

Accessibility has been at the very heart of this business since its inception in 2006. David, Felicity and Caroline Brown are dedicated to providing a luxury holiday experience for everyone.

Set on a working farm in the Peak District, Hoe Grange Holidays offers accessible self-catering accommodation designed with a wide range of needs in mind. Purpose-built log cabins and facilities support guests with mobility, sensory and other requirements, while personalised support helps tailor each stay. The setting provides opportunities to explore the surrounding countryside in a relaxed and inclusive environment.

hoegrangeholidays.co.uk



Nottingham Playhouse

A producing theatre in the heart of Nottingham, Nottingham Playhouse offers something for everyone and promotes inclusivity for all with a diverse programme of productions.

Wider activity that includes participation programmes and community engagement, ensuring they are giving back and supporting the local community by creating opportunities for people to connect with theatre both on and off stage. The venue provides a welcoming cultural space within the city.

nottinghamplayhouse.co.uk



Large Visitor Attraction of the Year

Attwell Farm Park

This multi-award-winning, family-run attraction in Worcestershire offers a wide variety of activities, from animal encounters to indoor play and seasonal events. Visitors can explore different areas of the park throughout the year, with changing experiences reflecting the seasons. With a mix of outdoor space and covered facilities, it provides a flexible and engaging day out.

Now welcoming over 236,000 visitors annually, Attwell Farm Park blends farming fun with meaningful, accessible experiences for all ages and abilities.

attwellfarmpark.co.uk



@VisitWorcestershire

Bletchley Park

Once the centre of British codebreaking during the Second World War, Bletchley Park is now a museum bringing that history to life since opening to visitors for the first time in 1993.

Visitors can explore restored huts, hands-on exhibitions and interactive displays, including cinematic experiences and guided tours. Set within historic grounds, the site offers insight into the people and work that shaped a pivotal moment in history. Free guided tours and a free multimedia guide further enhance a unique day out. Public interest has grown enormously with visitor numbers exceeding 250,000 visitors a year since 2016.

bletchleypark.org.uk



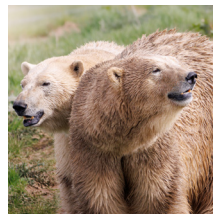
@TheMansionatBletchleyPark

Jimmy's Farm & Wildlife Park

Originally starting as a rare breed pig farm Jimmy's Farm & Wildlife Park – owned and run by star of by BBC2's Jimmy's Farm, has grown from a smallholding into a multi faceted destination, now including a wildlife park, farm shop and restaurant. Set in the Suffolk countryside, the site is home to over 100 species and breeds, including brown bears, rare native livestock and Europe's largest polar bear reserve.

Visitors can explore, play and learn across the site, while the on-site restaurant offers field to fork dining within a converted 200 year old barn. Sustainability, conservation and community engagement remain central to its development, with continued investment supporting a business that welcomes hundreds of thousands of visitors each year.

jimmysfarm.com



Large Hotel of the Year

Bovey Castle

Bovey Castle Hotel, set in Dartmoor National Park, Devon, is a luxurious retreat with rich heritage and stunning scenery. Built in the early 20th century, it offers 60 elegant rooms and 22 self-catering lodges. Guests can enjoy an 18-hole golf course, award-winning spa, and fine dining at the Great Western Restaurant. The 275-acre estate features outdoor activities like falconry, archery and fly fishing. Families are well catered for with a dedicated children's programme and family-friendly experiences. The setting combines historic character with access to the surrounding landscape.

boveycastle.com



The Grand Brighton

Overlooking Brighton seafront, The Grand Brighton blends Victorian architecture with contemporary interiors following an extensive £16.2m refurbishment. Its location places guests within easy reach of the city's attractions, while the hotel offers spaces for dining, relaxation and events. With a long history in the city, it remains a well-known feature of the Brighton shoreline.

grandbrighton.co.uk



Watergate Bay Hotel

Set along Cornwall's north coast, Watergate Bay Hotel looks out over a two mile surfing beach and has developed into a contemporary destination for coastal stays. Originally opened as a seaside hotel, it has grown to offer 80 bedrooms alongside a Swim Club and three restaurants. Guests can spend time outdoors on the beach or make use of dining, spa and leisure facilities on site.

The hotel is known for its informal, sociable approach, balancing activity with opportunities to relax. Sustainability and social responsibility are central to its development, with ongoing work to reduce environmental impact while supporting the wider community.

watergatebay.co.uk



@HollyDorsetly

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:

2002	HM The Queen
2003	Harry Potter
2004	Judith Chalmers
2005	The Duchess of Northumberland for Alwick Garden
2006	Sir Cameron Mackintosh for London's Theatreland
2007	Sir Paul McCartney and the City of Liverpool
2008	Michael Eavis CBE for Glastonbury Festival
2009	The English Pub
2010	The National Trust
2011	The Royal Shakespeare Company
2012	The English Garden
2013	The 2012 Olympic and Paralympic Ambassadors
2014	The Travel Agent
2015	The Chefs of England
2016	BBC Countryfile
2017	The Premier League
2018	Historic Royal Palaces
2019	England's National Parks
2020	The business events industry, supporting England's Nightingale Hospitals
2022	The English Period Drama
2023	England's Coast
2024	Host of the 2023 Eurovision Song Contest, The City of Liverpool
2025	Railway 200

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Booking.com – Bespoke package and Small Hotel of the Year Category Sponsor

Founded in 1996 in Amsterdam, Booking.com has grown from a small Dutch startup to one of the world's leading digital travel companies. Part of Booking Holdings Inc. (BKNG), the mission of Booking.com is to make it easier for everyone to experience the world. Booking.com is available in 43 languages and offers more than 28 million total reported accommodation listings, including over 6.6 million listings alone of homes, apartments and other unique places to stay. No matter where you want to go or what you want to do, Booking.com makes it easy and backs it all up with 24/7 customer support.



Granicus Destinations – Drinks Reception Sponsor

Granicus Destinations is the dedicated destination marketing business segment within Granicus, serving more than 1,000 destination marketing organisations (DMOs) globally. Built on the heritage of Simpleview, the industry's leading DMO platform for more than 25 years, Granicus Destinations provides the technology, data and services that destination organisations use to drive demand, win meetings, engage their communities and prove economic impact.



West of England Mayoral Combined Authority - Entertainment Sponsor

The West of England Mayoral Combined Authority is the strategic body covering Bath & North East Somerset, Bristol, and South Gloucestershire - with North Somerset in the process of joining. Led by Mayor Helen Godwin since May 2025, the region is the country's fastest growing regional economy - with the visitor economy part of one of its key growth sectors for the future. for Excellence.



Outdooractive

Outdooractive is a leading digital platform for outdoor tourism and community engagement. Connecting over 70 million users and trusted by 9,000 business partners. Built for tourism organisations and visitor-focused businesses, supporting sustainable and inclusive outdoor objectives, providing visitor insights and destination marketing. Helping destinations improve visitor experiences, promoting responsible tourism.



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Tour Partner Group

Tour Partner Group is a group of leading B2B DMCs for the UK, Ireland, the Nordics, Baltics, France and Poland. We bring together more than 500 destination specialists, designing B2B travel for Groups, small groups, Guaranteed Departures and FIT. Along with our MICE division, HORIZONS by Tour Partner Group, we are the experts in creating authentic, impact-conscious experiences and memories that last a lifetime. With offices in London, Edinburgh, Dublin, Copenhagen, and Palma de Mallorca, we proudly serve as destination specialists, uniquely positioned within the regions we promote. Count on us as your ideal partner in crafting European tours for the travel business. Our mission is to deliver personally tailored, authentic tours. Perfectly.



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Tableart - Décor Partner

At **Table Art**, we create unforgettable event experiences through bespoke centrepieces, prop hire and immersive styling for corporate events across the UK. Combining creativity, sustainability and innovative branding techniques, our expert team delivers high-quality, tailor-made solutions designed to transform venues while reducing environmental impact through eco-conscious practices and products.



Sounds Commercial - Video Partner

Sounds Commercial stands out as one of the UK's leading partners for live event production, offering everything needed under one roof to bring conferences, award ceremonies, and corporate events to life. With 4 decades of industry experience, their award winning live events production and hire team supports clients nationally and through Europe, delivering seamless technical solutions backed by 24-hour assistance.



Ticket Tailor – Booking Platform Partner

The world's most loved event **ticketing platform**. Whether it's your first event ever, or your biggest event yet, we make it simple to sell tickets online.

From humble beginnings, our mission has always been to make event ticketing easy and affordable, so you can put more money back into incredible events.



Thank you to our supporters



Tux Fizz - Entertainment Partners

Based in the Cotswolds, our interactive, high-energy band boasts a range of party classics as well as some hidden gems - all performed live to create an unforgettable experience for you and your guests. Our musicians don't just play - they perform, they entertain, they roam! Your guests just won't be able to resist joining in the party - we promise you that.



*the rural
diversification
collective*

The Rural Diversification Collective – Collateral Supporter

The Rural Diversification Collective is a network for farmers, landowners, and rural businesses exploring new income streams. Sharing real case studies, expert insights and events focussed on diversification in the rural sector. Everything in one place, built around the way rural diversification projects actually develop.



BRISTOL
international
balloon fiesta

Bristol Balloon Fiesta

The Bristol International Balloon Fiesta is a free to attend, three-day event that celebrates the city and its heritage links to the remarkable world of hot air ballooning.

This iconic event has been a steadfast in the UK's event calendar for more than four decades. With the city of Bristol playing the best matched host as the birthplace of ballooning in Europe, and now the capital of the sport worldwide. It is now a Bristol institution, and is a synonymous icon, representing the region around the world.



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