



# Voting open to find VisitEngland's Tourism Superstar 2025

VisitEngland has today Wednesday 12 February launched its Tourism Superstar 2025 competition with the public encouraged to get involved and cast their vote.

Press releases

VisitEngland

July 2025

VisitEngland has today Wednesday 12 February launched its Tourism Superstar 2025 competition with the public encouraged to get involved and cast their vote.

VisitEngland's Tourism Superstar competition, now in its 13th year, seeks to find the unsung heroes currently working in tourism who provide unforgettable visitor experiences, as well as showcasing the variety and quality of England's tourism offer and destinations.

There are 10 finalists competing to take the title of VisitEngland Tourism Superstar this year, with voting open from 12 February to 23 March. The finalist with the largest number of votes will secure the crown. To check out the tourism professionals and volunteers in the running and to cast your vote go to: <https://www.visitengland.org/superstar>. ?

**VisitEngland Director Andrew Stokes said:**

*"Tourism Superstar is all about finding the real stars in our industry and shining the spotlight on the people who go above and beyond to make visits to our wonderful attractions and destination truly memorable."*

*“The competition also showcases how varied and diverse tourism is across England. From curating incredible experiences for visitors at our museums, art galleries and animal conservation attractions to volunteers bringing heritage to life through story-telling, these finalists are already superstars who go out of their way to provide an outstanding welcome and who deliver for all.*

*“Please do go check out the videos, vote for your favourite and be part of deciding who will take the VisitEngland Tourism Superstar 2025 crown.”*

The 10 finalists were selected out of submissions from employers and destinations across England covering all areas of tourism.

The public is invited to vote for their favourite superstar on VisitEngland's website [here](#) where they can view short films of all the finalists carrying out their duties in their tourism roles and promoting their local destinations. ?

VisitEngland's Tourism Superstar 2025 finalists are:

Andy Yeoman, Education Officer, Dartmoor Zoo,

Devon Ben Francis, Park Manager, Roarr! Norfolk

Zeb Fisher, Learning and Discovery Manager, Wildheart Animal Sanctuary, Isle of Wight

Hannah Clapp, Head of Experiences, Muncaster Castle, Gardens and Hawk & Owl Centre, Cumbria

Wendy Wilshire, Head of Volunteer Casting and Engagement, 11Arches / Kynren, County Durham

Southampton Saints, City of Southampton Port volunteers, Hampshire

Steve Johnson, Operations Manager, Scarborough North Bay Railway, North Yorkshire

Graham Barclay, Entertainments Team Member, Adam Henson's Cotswold Farm Park, Gloucestershire

Max Sadgrove, Rides Team Leader, Adventure Island, Essex

The team at Leicester Museums & Galleries, Leicestershire.

The winner will be announced at the end of English Tourism Week, which this year runs from 14-23 March, with the Tourism Superstar award presented in person at the VisitEngland Awards for Excellence event in the summer.?

Tourism is one of England's largest and most valuable industries, supporting 200,000 businesses, employing 2.6 million people and, in 2023, generating £70.5 billion for the economy in domestic visitor spending. Notes to Editors: For more information on VisitEngland's Tourism Superstar 2025 finalists go to: VisitEngland Tourism Superstar Awards UK | VisitBritain.org