

TOURISM AWARDS RETURN TO HEREFORDSHIRE

Herefordshire is home to many award winning tourism businesses, from family run hotels, to fine restaurants, local food producers, colourful festivals and events.

It has been a few years since Herefordshire has held a dedicated awards ceremony to celebrate its tourism businesses. This year, however, Visit Herefordshire is joining forces with Visit Worcestershire for the first time to hold the Tourism Awards for Excellence.

As well as championing tourism businesses locally, the Tourism Awards for Excellence provide the opportunity for winners to be recognised on a national level through the VisitEngland Awards for Excellence. One such example of a previous winner is Poston Mill Country Park, a Holiday Home and Touring Park nestled in the Golden Valley. Poston Mill was recently awarded twice in the VisitEngland Awards for Excellence 2016, receiving a Silver Award for Dog Friendly business and a Bronze Award for Holiday Park/Holiday Village of the Year.

Sarah Jones from Poston Mill said: "I am thrilled that Herefordshire are holding an Awards ceremony once again for tourism businesses in the county. We were delighted to win two Awards in the VisitEngland Awards for Excellence this year and business has improved no end as a result. However, applying directly to the VisitEngland Awards is less personal and doesn't provide the same ownership as going through the county. The recognition we received through the VisitEngland Awards has improved staff morale, and provides confirmation that what we are doing, we are doing well. When I found out that Herefordshire and Worcestershire were holding joint Awards for Excellence, my reaction was 'Brilliant!'"

Tourism businesses can now enter ten categories for the Visit Herefordshire Awards for Excellence, ranging from Best Visitor Attraction to Best Hotel, Best Festivals and Event, Best Conference Venue and Best Eating Out.

Finalists from the ten categories will be invited to an exclusive ceremony on Tuesday 20 September held in the Great Hall of the magnificent Eastnor Castle, where over 100 guests are expected. The Winners, Highly Commended and Commended from each county will be announced at the ceremony.

To apply before the deadline of Friday 22 July, visit www.visitherefordshire.co.uk/awards. If you know of an award winning business or are one yourself we would love you to enter!