

Friday November 6, 2009

city of  
**PRESS RELEASE** **stoke**  
**on trent**

The logo for the City of Stoke-on-Trent, featuring the text 'city of' in a small font above 'stoke' and 'on trent' in a larger, bold font. To the right of the text is a graphic of several overlapping circles in shades of red and orange, arranged in a cluster.

**Tourism service honoured at West Midlands awards ceremony**

Stoke-on-Trent's Tourist Information Service has received a top accolade last month in the Heart of England Excellence in Tourism Awards.

The awards evening on October 29, hosted by BBC presenters Nick Owen and Suzanne Virdee, celebrated the very best in tourism across the West Midlands.

The service was awarded for a high level of customer service provided by staff. The judges praised the high quality of information and personal service offered by staff, their strong local knowledge and commitment to the area.

On their visit to Stoke-on-Trent, the judges overall felt it was a very good experience with very high levels of customer service evident. Prior to entry, evidence had to be submitted giving examples of what the service offered, staff training and development and innovative marketing campaigns.

Councillor Hazel Lyth, cabinet member for economic development and culture, said: "Tourism in Stoke-on-Trent is an area which has seen a great deal of growth over recent times and one we are very keen to continue improve for visitors to our city.

"It's a testament to the staff of this service to be recognised on this scale for their dedication, innovation and outstanding work ethic and I wish them the best of luck in the next stage of this prestigious competition."

The service will now be entered into the national Enjoy England Awards as one of the representatives from the West Midlands in early 2010.

**-Ends-**

Notes:

Approximately £191 million is spent by tourists in Stoke-on-Trent each year supporting in the region of 5,041 jobs, both for local residents from those living nearby. Annually around 3.6 million visitors come to Stoke-on-Trent – 3.3 million as day trippers, and 0.3 million overnight visitors.

For further information on the awards visit [www.visittheheart.co.uk/excellence](http://www.visittheheart.co.uk/excellence)

**For all media enquiries contact Steven Kennedy in the PR and Communications Department at Stoke-on-Trent City Council on 01782 232987.**