

Press Release

Visit Devon congratulates 3 Silver winners of Enjoy England Awards for Excellence

Visit Devon congratulates the Devon Silver Winners of this year's 2011 Enjoy England Awards for Excellence comprising Bovey Castle, Sarah Lee at The Big Sheep and Millbrook Cottages, all of whom have demonstrated dedication to developing the excellent standards of English tourism in their particular categories.

The competition celebrates the best of what the UK tourism industry has to offer and the three Silver Winners heard the news at the prestigious ceremony in Birmingham held on Friday evening (15 April). Bovey Castle Country House Hotel won Silver in the Best Large Hotel category making this the third year running that a Devon hotel has been successful in this category. Situated on the edge of Dartmoor National Park, Bovey boasts a championship golf course, a luxurious holistic spa and 79 rooms, including 14 lodges. Visit: www.boveycastle.com.

Millbrook Cottages received Silver in the Self Catering Holiday of the year category. Set in a beautiful North Devon valley in 32 acres, Millbrook Cottages comprises five luxurious self-catering properties and is owned by Bob and Kate Boothby. They were thrilled to have won Silver: "We are honoured to have won the Silver award, especially when we were facing such outstanding competition from accommodation providers across England. But we are delighted that our hard work and dedication to upgrade Millbrook have been recognised. We strive to give the very best in customer satisfaction, and we will go the extra mile to make Millbrook a unique and unforgettable experience." Visit: www.millbrookcottages.co.uk.

The final winner of the Silver award was Sarah Lee from The Big Sheep for Outstanding Customer Service. Another North Devon winner, The Big Sheep is a leading member of the Devon Association of Tourist Attractions (DATA) and known as one of the best family tourist attractions in Devon. Go to: www.thebigsheep.co.uk.

Rosie Bates, General Manager of Visit Devon, says that the Silver awards are a fantastic achievement both for the businesses involved and for the tourism industry in Devon: "The Silver awards are well

deserved as all three Devon businesses are leaders in their field and we congratulate them for their high standards of service and customer care that they provide. This illustrates how Devon can compete with the absolute best that the UK tourism industry has to offer and we are also very proud that they are flying the flag for Devon.”

The 54 gold and silver national winners were selected from 126 regional winners submitted by regional tourist boards and were rigorously assessed by independent assessors and a team of judges to make it through to the national final.

The finalists were selected by a board of tourism industry experts including previous Small Visitor Attraction winner Victoria Emmanuel of the Museum of the Jewellery Quarter and experienced travel journalists Alison Rice and Sally Shalam.

For more information about Visit Devon, contact Rosie Bates, General Manager, T/: 01392 332828 or M/: 07854 952 352 or E/:rosie@visitdevon.co.uk or go to www.visitdevon.co.uk .

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About Visit Devon

Visit Devon is the destination management organisation responsible for promoting Devon to the world. The organisation acts as a voice for tourism in Devon and its aim is simple - to increase the number of visitors to Devon by promoting the county as a year-round destination for business or leisure. The organisation brings together, adds value to and enhances the work and activities undertaken by the six Area Tourism Partnerships across the county. Visit Devon is committed to growing the tourism sector sustainably, increasing the skills within the industry, and raising the quality of the visitor experience. Visit Devon is a public-private partnership limited by guarantee. The not for profit company comprises nine member organisations including the six Area Tourism Partnerships (The Heart of Devon, Visit Plymouth, North Devon+, The Dartmoor Partnership, The English Riviera Tourist Board, and Visit South Devon, Devon County Council, The Devon Association of Tourist attractions (Data), and Devon Farms. Visit Devon is the trading name of Destination Devon Ltd.

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