



Press Release

Devon Tourism Awards open for entries

Devon's tourism businesses are reminded that they have until the end of June to enter the 2011 Devon Tourism Awards. Launched last year, the Awards are a fantastic opportunity for tourism businesses to showcase the best of what Devon has to offer giving tourism businesses the chance to stand out from the crowd and be recognised for their contribution to the industry. In 2011 Visit Devon has expanded the categories available so that a wider variety of businesses can be recognised for their excellent contribution to tourism.

New for this year's awards, the Food & Drink Devon 'Taste of Devon' and 'Producer of the Year' categories have been launched to celebrate the importance of the local food and drink sector to the Devon visitor experience.

Also new for the 2011 awards is the Business Tourism category, open to event and exhibition venues, convention hotels, and conference and banqueting venues. The award is designed to recognise the contribution of these venues to the tourism industry in welcoming business visitors to Devon.

General Manager of Visit Devon, Rosie Bates, said: "Demand for the opening year of the awards exceeded our expectations and so we are delighted to be able to celebrate the best of the industry for a second year.

"Tourism is worth in excess of £2bn per year to the Devon economy and it is essential that the importance of the industry is recognised."

Amongst the 2010 winners, Millbrook Cottages were awarded Gold in the Self Catering Holiday of the Year category. Kate Boothby said of the achievement: "The awards have given us lots of publicity and bookings and we have also made great friends from other regional finalists."

Businesses can enter online at www.devontourismawards.org.uk by downloading the entry form for their category. The closing date for entries is Thursday 30th June.

Winners will be announced at the Devon Tourism Awards Ceremony in the autumn and relevant category winners will be automatically 'fast-tracked' into the judging for the South West Tourism Excellence Awards and, if successful, into the Enjoy England awards.

Ends

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 the Devon Tourism Awards

The Devon Tourism Awards were launched in 2010 to recognise and acclaim the quality of the county's tourism offering. The awards are open to all nationally- and locally-assessed accommodation providers in Devon and all other businesses in Devon that fit within a category offered.

2011 Categories:

- Visitor Attraction of the Year
- Bed and Breakfast, Guest Accommodation & Inn of the Year
- Self Catering and Serviced Apartments
- Hotel of the Year
- Holiday Park and Village of the Year
- Best Tourism Activity, Sport and Experience
- Food & Drink Devon 'Producer of the Year' Award
- Food & Drink Devon 'Taste of Devon' Award
- Business Tourism Award
- Sustainable Tourism Award

Winners from all categories except the 'Producer of the Year' Award and the 'Taste of Devon' Award will be fast-tracked into the South West Tourism Excellence Awards 2011.

The Devon Tourism Awards are made possible by the support of local sponsors and are coordinated by Services for Tourism Ltd on behalf of Visit Devon.

Devon Tourism Awards 2011 Sponsors:

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- Rh Advertising
- Food & Drink Devon
- Venus Group

www.devontourismawards.org.uk

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 organization 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 organizations including the six Area Tourism Partnerships (The Heart of Devon, Visit Plymouth, North Devon+, The Dartmoor Partnership, The English Riviera Tourism Company, 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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