



Pete Chambers from Coventry Music Museum is VisitEngland's 2024 Tourism Superstar

Industry announcements

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VisitEngland has today, 25 March, announced Pete Chambers from the Coventry Music Museum is the winner of its Tourism Superstar 2024 competition.

Pete, a volunteer and the museum's director and curator, secured the highest number of votes from the public and takes the crown from last year's winner Geoff Colvin.

Second place goes to Robert Dennis Brown from the Dalby Forest Cycle Hub in the North York Moors. In third place is Emily Williamson from Pub Tours Ltd in the Peak District.

VisitEngland Director Andrew Stokes said:

"Tourism Superstar is all about recognising those people within England's tourism industry who go the extra mile for visitors and whilst all the finalists are superstars there can be only one winner and we extend our huge congratulations to Pete. In the Coventry Music Museum, he has created a magical place for music lovers to connect with the region's rich contribution to England's musical heritage. His relationships with local musicians have brought unique exhibits to the museum, also drawing both domestic and international visitors to the wider area. Congratulations again to Pete and many thanks to all our wonderful finalists and to everyone who got behind Tourism Superstar this year and voted."

Chief Executive at the West Midlands Growth Company Neil Rami said:

"I want to extend a hearty congratulations to Pete Chambers from the Coventry Music Museum, whose nationally significant achievement exemplifies the passion and expertise of the region's tourism sector.

"The dedication of our tourism representatives contributes significantly to the region's reputation within the UK and abroad – and fundamentally – helps to sustain an important aspect of both our economy and our culture.

"It's encouraging to see their hard work recognised through VisitEngland's Tourism Superstar Awards, and even better to see a passionate West Midlands-er crowned the overall 2024 winner."

This year's Tourism Superstar competition ran from 19 February to 24 March and coincided with English Tourism Week (15-24 March) with the public voting for their favourite amongst 10 finalists.

Pete will collect his award at the VisitEngland Awards for Excellence event on 5 June at the Rum Warehouse at The Titanic Hotel in Liverpool.

Tourism is one of England's largest and most valuable industries, supporting hundreds of thousands of small-to-medium sized businesses, employing 2.6 million people and, in 2022, generating £66 billion for the economy in domestic visitor spending.