



# Rum Warehouse at The Titanic Hotel Liverpool to host VisitEngland Awards for Excellence 2024 on 5 June

VisitEngland

July 2024

VisitEngland has today, Tuesday 5 March, announced that this year's [VisitEngland Awards for Excellence](#) will be held at Rum Warehouse at The Titanic Hotel Liverpool on 5 June.

The national awards, now in its 34<sup>th</sup> year, will see finalists from 16 regional competitions recognised as Gold, Silver and Bronze winners across 15 core categories. Award categories range from the 'Accessible and Inclusive Tourism Award' to the 'Self-Catering Accommodation of the Year Award' and from the 'Experience of the Year Award' to the 'Taste of England Award'.

**VisitEngland Director Andrew Stokes said:**

*"This iconic and world-class venue, located in one of England's most vibrant cities with its buzzing contemporary culture, its history and heritage and its legendary music scene, is a wonderful backdrop to celebrate the very best of our tourism industry."*

*"The VisitEngland Awards for Excellence showcase England's outstanding tourism products and the innovation and creativity thriving within the industry. The awards also acknowledge the people and businesses that work so hard to provide visitors with world-class tourism experiences, delivering exceptional customer service time-after-time."*

Welcoming the news, **Councillor Mike Wharton, Liverpool City Region Combined Authority Portfolio Holder for Economic Development and Business** said:

*“We are so thrilled and excited that VisitEngland has chosen Liverpool City Region for this year’s awards ceremony. We have an incredible vibrant hospitality and world class tourism sector and as a region of story tellers we have the warmest of welcomes for all our visitors. Liverpool has been voted the 7<sup>th</sup> best city in the world to visit by Time Out magazine so we are delighted to be hosting and celebrating the very best of the tourism industry in England here in our city region. I hope all our guests have a fantastic evening in June.”*

There were more than 1730 applications from the 16 aligned regional competitions who are then automatically entered into the national awards.

In the lead up to the Awards in June, VisitEngland will announce the three finalists for each category.

In addition to the 15 core categories, four special awards are also being presented including an ‘Outstanding Contribution to Tourism Award’, a ‘Travel Content Award’, the ‘Tourism Superstar Award’ and a ‘TXGB Trailblazer Award’.

The Caravan and Motorhome Club is the headline sponsor of the VisitEngland Awards for Excellence 2024 as well as sponsoring the ‘Experience of the Year’ category.

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.

#### Core Categories:

1. Accessible and Inclusive Tourism Award
2. B&B and Guest House of the Year
3. Business Events Venue of the Year
4. Camping, Glamping and Holiday Park of the Year
5. Ethical, Responsible and Sustainable Tourism Award
6. Experience of the Year
7. Small Hotel of the Year
8. Large Hotel of the Year
9. New Tourism Business of the Year
10. Pub of the Year
11. Self-Catering Accommodation of the Year
12. Taste of England Award
13. Unsung Hero Award
14. Small Visitor Attraction of the Year
15. Large Visitor Attraction of the Year

#### Special Awards:

1. Outstanding Contribution to Tourism Award
2. Tourism Superstar Award
3. Travel Content Award
4. TXGB Trailblazer Award

The 16 local and regional competitions aligned with the VisitEngland Awards for Excellence 2024 are:

1. Beautiful South Tourism Awards
2. Cumbria Tourism Awards
3. East of England Tourism Awards
4. Enjoy Staffordshire Tourism & Good Food Awards

5. Lancashire Tourism Awards
6. Leicestershire Promotions Tourism and Hospitality Awards
7. Destination Lincolnshire Tourism Excellence Awards
8. Liverpool City Region Tourism Awards
9. Marketing Cheshire Tourism Awards
10. North East England Tourism Awards
11. Peak District, Derbyshire & Derby Tourism Awards
12. Remarkable East Yorkshire Tourism Awards (REYTAs)
13. South West Tourism Excellence Awards
14. Visit York Tourism Awards
15. West Midlands Tourism Awards
16. Worcestershire Tourism Awards