



VisitEngland announces winners of 2023 ROSE Award

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VisitEngland has today Tuesday 5 September announced the 100 winners of this year's ROSE Award.

The ROSE Awards recognise the accommodation providers across England who give visitors the best customer experience. They celebrate the establishments, irrespective of their star rating, style or type of accommodation, where the owners, management and employees provide world-class service to their visitors.

VisitEngland Advisory Board Member Nadine Thomson said:

“The ROSE Awards celebrate and champion the accommodation businesses across England who go above and beyond in their customer service to guarantee visitors have amazing experiences.

There truly is a place to stay to suit all tastes and budgets in England and these awards also highlight the exceptional variety on offer. From our wonderful English inns and pubs with rooms, to glamping, camping and farm-stays in beautiful countryside and coastal locations. From traditional B&Bs and self-catering cottages to luxury boutique accommodation, there really is something for everyone.”

The ROSE Award winners were nominated by VisitEngland's quality scheme assessors and selected from assessor comments and online feedback from overseas and domestic visitors. The award recipients include all types of accommodation from B&Bs/guesthouses, self-catering and hotels to parks, campsites, glamping sites and hostels and cover a range of ratings from three to five stars, as well as accredited properties.

ROSE Award recipients can advertise their accolade as long as they remain within the VisitEngland quality scheme.

The VisitEngland ROSE Awards 2023, now in their seventh year, were presented at an afternoon tea event on Tuesday 5 September at the Great Fosters Hotel in Egham.

Tourism is one of England's largest and most valuable industries, supporting hundreds of thousands of businesses, employing about 2.6 million people and, in 2019, generating £76 billion in domestic visitor spending.