

NEWS RELEASE

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Cotswold Inns awarded for exceptional quality

Two West Oxfordshire hotels have demonstrated outstanding quality and received gold awards from tourism's nationwide quality assessment scheme.

The Lamb Inn and the Bay Tree Hotel, located in Burford in the beautiful Cotswolds are both privately owned by Cotswold Inns & Hotels. The outstanding food, relaxing and friendly atmosphere and welcoming customer service all contributed to the awards for the quintessentially English properties.

The hotels were awarded tourism's highest accolade for quality from national tourist board VisitEngland. The Enjoy England Quality Rose is a recognisable brand nationwide and Silver & Gold awards are only presented to accommodation providers whose quality outperforms their star rating.

Industry experts have applauded this exceptional performance, praising the group for their work in creating the perfect Cotswold welcome.

Hayley Beer, Tourism Services Manager for West Oxfordshire District Council said, 'It is fantastic that both the Lamb Inn and Bay Tree Hotel in Burford have received this accolade. They are two of the most prestigious hotels in Burford and to achieve the gold award clearly shows their commitment to offering a high quality product and service. Congratulations to the Cotswold Inns and Hotels Group on setting the standard and we hope many more across the region follow their example'.

Mike Bedingfield, Chief Executive of Tourism South East said, 'Consumers today are increasingly expecting higher quality and it is businesses such as the Lamb Inn and the Bay Tree that will reap the rewards from rising to the challenge and responding to this demand. Collectively, tourism businesses such as this build the region's reputation as a leading destination in the UK, creating an all-encompassing high quality experience for visitors.'

More information about Tourism South East can be found at
www.industry.visitsoutheastengland.com.

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Note to Editors:

Tourism South East (TSE) is a not-for-profit company which is the official tourist board for the region, covering Surrey, Kent, East and West Sussex, Hampshire, the Isle of Wight, Buckinghamshire, Berkshire and Oxfordshire.

Tourism South East receives core funding from SEEDA, and is active in a range of programmes to support the tourism sector in the South East region, which is the second largest outside of London and is worth in excess of £12bn p.a. to the regional economy (7% of regional GVA), and supports over 300,000 jobs.

West Oxfordshire District Council leads on tourism delivery for the district and promotes the destination as the Oxfordshire Cotswolds. There is a tourism, strategy and implementation unit and three Visitor Information centres. For more information on the Oxfordshire Cotswolds go to www.oxfordshirecotswolds.org