MEDIA RELEASE
5th November 2009

Cornwall Named Best UK Holiday Destination

Visitors know it, local residents know it and now its official; Cornwall is the Best UK Holiday Destination having been bestowed the coveted title at last nights (Thursday 5th November) British Travel Awards.

Open to all destinations across the country and won by public votes, the category represents the views of the consumer making it a true indicator of popularity. Over 20% of the category's votes were cast in Cornwall's favour pushing it ahead of the Lake District, last years winner, and into the enviable number one position to reclaim the title having held it in 2006.

The British Travel Awards boast over seventy categories spanning every type of holiday experience from transport to customer service making them the largest awards programme in the UK. They are widely referred to as the "Oscars" of the travel industry and are the most recognisable and sought-after accolades in the sector.

The grand Awards Gala was held at Battersea Evolution, one of London's most exciting event venues, and Steve Kessell of VisitCornwall, the official tourist board for the county, was there to collect the trophy: "Being awarded the title of Best UK Holiday Destination is a fantastic honour for Cornwall. Not only does it recognise the hard work of the industry but it also shines the national spotlight on Cornwall. The fact that it is based on public opinion makes it even more significant as it comes from those people that count, those that vote with their feet!

"The Award also comes at a really exciting time for us as it coincides with the launch of the new and improved VisitCornwall website, www.visitcornwall.com. The combination of a respected award and fantastic new website is a huge boost to our armour for promoting the county to the world."

For further information about the British Travel Awards and a full list of winners visit www.britishtravelawards.com.

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Notes to editors
The British Travel Awards is the number-one travel industry awards programme recognised and coveted by the travel industry – as voted for by travelling consumers. The awards are acknowledged as the largest arbiter of public opinion on travel industry performance in the United Kingdom.

Cornwall took 20.07% of the overall vote in the Best UK Holiday Destination category. Further statistics will be available in early December when the attitudinal survey results are analysed and released by the British Travel Awards

VisitCornwall is a part of Cornwall Development Company, the economic development service for Cornwall Council. VisitCornwall undertakes the destination marketing function for Cornwall and promotes the areas distinctive qualities to the domestic market and key international markets through targeted marketing campaigns each year, focusing on the Spring, Autumn and Winter.

Images
Accompanying this press release is the official British Travel Awards Best UK Holiday Destination 2009 logo. Images of VisitCornwall collecting the award will be available upon request as soon as possible after the 6th Novemember 2009. General images from the awards gala can be downloaded from www.britishtravelawardspictures.com.

Further information
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