

Tourism award for 'top quality' business

# B&B shows it really is Numero Uno



**TOP ACCOLADE:** Number One owner Claire Smith

A BLACKPOOL hotelier has scooped the resort's only gong in this year's Northwest Tourism Awards.

The Number One, on St Luke's Road, last night walked away with the Bed and Breakfast of the Year on an otherwise disappointing night for Fylde's tourism trade.

The coast had six nominations in the region's tourism Oscars, but came out with just one solitary award, and no high commendations.

The South Shore B&B owner, Claire Smith, was presented the award by North West Tonight presenter Gordon Burns and weather-girl Dianne Oxberry.

Judges at the awards were impressed with the B&B's modern image and they were looking for a high standard of accommodation and customer care in a homely and friendly atmosphere.

Mandy Lane, director of Tourism Live and one of the judges, said: "Number One

has taken the concept of a B&B to new heights.

"It's a haven of style and comfort to rival the very best boutique hotels, while maintaining a relaxed and inviting environment. From watching TV from your spa bath to the exceptional breakfast, this is a business that understands and responds to their guest's needs, whoever they are."

The England's Northwest Tourism Awards recognise excellence within the tourism industry and reward both group and individual achievement over the past year.

## Opportunity

Regional winners will now have the opportunity to represent the North West in the national Enjoy England Awards for Excellence, organised by VisitBritain in April 2007.

Felicity Goodey, chairman of the Tourism Forum for England's Northwest said: "These prestigious awards recognise and reward the leaders in this rapidly growing industry.

"These are the people and businesses that are setting the

standards we need to turn this region into one of the top tourist destinations in Europe. Year by year we are becoming increasingly attractive to visitors thanks to the efforts of businesses like these.

"Number One is the future of B&B accommodation in our seaside resorts. Its success tonight will be an inspiration to others."

The Big Blue Hotel missed out on the Large Hotel of the Year Award which went to the Chester Grosvenor and Spa.

Blackpool's Pleasure Beach was beaten to the Large Attraction of the Year by the Imperial War Museum North in Trafford.

Cobble Hey Farm and Gardens lost out to Arley Hall and Gardens near Northwich in Cheshire.

The Holiday Park of the Year Award went to Skelwith Fold Caravan Park in Ambleside. Second was Fold House in Pilling.

And Tourism Website of the Year went to [www.english-in-chester.co.uk](http://www.english-in-chester.co.uk) beating Blackpool Pleasure Beach.