

## Tourism Awards & Master Class prove a huge success

The first of a new style Blackpool Tourism Awards was held last month. In a bid to recognise best practice in the resort, and move away from the traditional ceremony, the day was an opportunity to gain new knowledge and inspiration.

The day began with a series of master classes covering 4 different areas; brand, vision, e-marketing and environment. Each session lasted 60 minutes with most delegates attending 3 out of the 4 master classes.

The afternoon was then devoted to keynote speaker, travel journalist Simon Calder and the 2008 Tourism Awards.

Simon Calder gave delegates an inspirational speech on his view of Blackpool. Simon focused on Blackpool's strengths, and also touched on some of its weaknesses. Fortunately, most of what Simon highlighted as Blackpool's failures are already being addressed.

Finally the awards ceremony was held at Pleasure Beach, Blackpools Globe Theatre, followed by Champagne and Canapés. StayBlackpool sponsored the category Guest Accommodation, of which the lucky winners were Number One South Beach.



Blackpool Tourism Awards 2008. Pictured from left Simon Calder; Travel Journalist, Claire Smith, Mark Smith, Janet Oxley, Graham Oxley; award winners from Number One South Beach, Peter Taylor; Company Secretary, StayBlackpool

## Tourism Awards 2008

## Congratulations to the winners!!!



Some of the winners and sponsors of the 2008 Blackpool Tourism Awards at Pleasure Beach Blackpool, March 2009

**Hotel of the Year**  
Elgin Hotel

**Guest Accommodation of the Year**  
Number One South Beach

**Self Catering Business of the Year**  
Coast Apartments

**Taste of Blackpool Award**  
Blues Bar & Brasserie

**Visitor Attraction of the Year**  
Sandcastle Waterpark

**Entertainment Award**  
Grand Theatre

**Environmental Award**  
Sandcastle Waterpark

**Marketing & Innovation Award**  
Supernatural Events

**Cultural & Events Experience of the Year**  
The Story of the Supremes - Grundy Gallery

**Special Recognition Award**  
Russell Catlow - Blackpool Zoo

**Outstanding Contribution to Blackpool**  
Basil Newby - In The Pink Leisure

Pleasure Beach, Blackpool played host to the 2008 Tourism Awards, on the 31<sup>st</sup> March 2009. Prior to the forthcoming season the awards attracted a variety of winners from across the resort.

Members who attended said that they got a great deal out of the event, especially those who attended the Master Class 'Promoting Your Business on the Internet: 60 Ideas in 60 Minutes', presented by Susan Hallam. I would advise anyone who did not attend the workshop to 'Google' Susan and visit her website. She was full of great, simple and effective ideas to help you promote your property.

This years award event moved away from the traditional dinner in a bid to help businesses beat the credit crunch.

A special mention must go to StayBlackpool members who won on the day, these being Number One South Beach and the Blues Bar & Brasserie.

Basil Newby was also recognised for his outstanding contribution to Blackpool. Huge congratulations to Basil.