

News release: 28 October 2019

Council congratulates tourism and good food award winners

Lichfield District Council congratulates the local tourism businesses that are celebrating success in this year's Tourism & Good Food Awards.

The Enjoy Staffordshire Tourism & Good Food Awards took place at Aston Marina in Stone on Thursday 24 October 2019.

Awards were presented in 17 categories, with Lichfield's Swinfen Hall Hotel winning small hotel of the year, and Aspects at the National Memorial Arboretum named the business events venue of the year.

Amber House in Alrewas that achieved a silver award in the B&B and guest house of the year category.

There were lots of Lichfield eateries highlighted in the restaurant of the year, with The Boat Inn winning silver, Larder scooped bronze, and The Four Seasons Restaurant at Swinfen Hall Hotel and Darwins at The George achieving highly commended.

Drayton Manor Theme Park won bronze in the accessible and inclusive category and also received highly commended in the large visitor attraction of the year.

Lichfield's Samuel Johnson Birthplace Museum also won bronze in the small visitor attraction of the year.

Councillor Iain Eadie, Cabinet Member for Investment, Economic Growth & Tourism for Lichfield District Council, said: "Lichfield boasts amazing attractions, restaurants and accommodation, and it was fantastic to see many of them being recognised at the Enjoy Staffordshire Tourism and Good Food awards.

"Lichfield District has so much to offer visitors who want to come for the day or stay a little longer. There is something for everyone all year round, regardless of the weather.

"Congratulations to all the winners, and particularly to Swinfen Hall hotel, the National Memorial Arboretum, Amber House, The George Hotel, Drayton Manor, The Samuel Johnson Birthplace, as well as The Boat Inn and Larder.

"Last year we saw 2.7 million trips in our area, with £125 million spent by tourists during their visits. Over 2,200 jobs are directly supported by tourism with nearly 530 other related jobs linked to tourism spend.

“Visitors to our district are vital to our local economy and I want to make sure Lichfield District Council keeps playing its part in the Visit Lichfield campaign to encourage people to visit and come back again.”

To find out more about tourism in Lichfield District, go to www.visitlichfield.co.uk.

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