

## **PRESS RELEASE**

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For Immediate Release



### **British Coach Tourism Awards 2020: Winners announced**

**After an 18 month wait for hopefuls across the coach tourism sector, the winners of the 2020 British Coach Tourism Awards were crowned last night in a prestigious live event at the National Motorcycle Museum, Birmingham.**

The UK's best coach tour operators, destinations, visitor attractions, hotels, and tourism industry suppliers, were honoured last night (22 September) at the 2021 British Coach Tourism Awards, organised by Diversified Communications UK.

The prestigious awards ceremony, which took place in Birmingham following the first day of the travel trade event, British Tourism & Travel Show, brought back the industry once again to celebrate excellence and innovation across the multi-billion-pound coach tourism sector.

Hosted by presenter (and Strictly Champion) Chris Hollins, stunning entertainment was provided by the Mamma Mia! Production, which contributed to a truly memorable and 'electric evening'.

Winning coach tour operators included: Johnsons Coaches, Kirbys Coaches, Lucketts Travel, Masons Minibus & Coach Hire and Woods Travel, Bognor Regis. Albatross Travel, Best Western Hotels & Resorts GB, Bletchley Park Trust, Holkham, P&O Ferries, Rendezvous Hotel (Skipton), RHS Gardens, Roeville Reservation Software, Skills Holidays, Stuart Line Cruises, and Wells also took home accolades.

**The 2020 British Coach Tourism Award winners are:**

- **Coach Friendly Destination, partnered by Floating Grace**  
*Wells*  
**Highly Commended - Otley**
- **Coach Friendly Attraction (history & heritage), partnered by Beverley East Yorkshire**  
*Bletchley Park Trust*
- **Coach Friendly Attraction, partnered by Beverley East Yorkshire**  
*RHS Gardens*  
**Highly Commended - Aerospace Bristol**
- **Coach Friendly Guided Tour, partnered by CoachMarque**  
*Holkham*  
**Highly Commended - Culloden Battlefield**
- **Cross-Sea Carrier, partnered by Action Tours**  
*P&O Ferries*
- **River and Inland Cruise Operator, partnered by DFDS**  
*Stuart Line Cruises*
- **Accommodation Provider (independent hotel), partnered by Harmony Coach Holidays**  
*Rendezvous Hotel, Skipton*
- **Accommodation Provider (hotel group), partnered by Albatross Travel**  
*Best Western Hotels & Resorts GB*
- **Coach Tourism Industry Supplier, partnered by Eurotunnel Le Shuttle**  
*Roeville Reservation Software*
- **Tour Wholesaler, partnered by Planet Hollywood & The View from the Shard**  
*Albatross Travel*
- **Coach Tourism Professional of the Year, partnered by Continuum Attractions**  
*Barry Cobb, Johnsons Coaches*
- **Coach Tour Driver of the Year, partnered by Roadchef**  
*Andy Hinks, Lucketts Travel*

- **Highly Commended** – *Glyn Harrison, Alfa Travel*
- **Holiday Programme, partnered by Distinctive Systems**  
*Skills Holidays*
- **Day Excursion Programme, partnered by P&O Ferries**  
*Woods Travel, Bognor Regis*
- **Coach Tour Operator Social Media Campaign, partnered by John Hill Coach Sales & Services**  
*Johnsons Coaches*
- **Coach Tour Operator – Small Fleet (1 – 5 Coaches), partnered by City Cruises**  
*Masons Minibus & Coach Hire*
- **Coach Tour Operator – Medium Fleet (6 – 15 Coaches), partnered by Warner Leisure Hotels**  
*Kirbys Coaches*
- **Coach Tour Operator – Large Fleet (more than 15 coaches), partnered by Wrightsure Insurance Services**  
*Johnsons Coaches*
- **British Coach Tourism Recognition Award, partnered by Hilton**  
*Denise Bridges, Albatross Travel*

Denise Bridges from Albatross Travel was awarded The British Coach Tourism Recognition Award for her significant contribution to the coach tourism industry.

“I find myself lost for words, I am rather overwhelmed to receive this award when I am lucky enough to do a job I love, with amazing colleagues, clients and suppliers. This industry is full of warmth, creativity and hard work with an end game of delivering great holidays to those people who choose to travel by coach,” says Denise Bridges.

She continues: “I have spent my rather long career working in travel trade either in hotels, attractions or now, as a wholesaler, and this is absolutely the worst of times in over 40 working years. However, I know our industry will recover, with honesty and understanding between all of us, the best of times will return, it just may take a minute.”

For further information, including a full list of finalists and the judging panel, please visit [britishcoachawards.co.uk](http://britishcoachawards.co.uk)

### **British Tourism & Travel Show**

The second day of British Tourism and Travel Show is open from 10am to 4pm today at the NEC Birmingham (Thursday 23 September).

*ends*

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#### **Notes:**

*BCTA logo - <https://www.britishcoachawards.co.uk/wp-content/uploads/BCTA-logo.png>*

*BCTA 2021 winners - group:*

*Further images available on request*

*Diversified Communications UK (Diversified UK) is a fast-growing trade event organiser and publisher based in Brighton, UK. Diversified UK's portfolio includes: British Coach Tourism Awards; British Tourism & Travel Show; Coach & Bus UK; Euro Bus Expo; routeone magazine; routeone Awards; Accountex; lunch!; Casual Dining; Casual Dining Restaurant & Pub Awards; Commercial Kitchen; Natural & Organic Products Europe; Natural and Organic Awards; Nordic Organic Food Fair & Natural Products Scandinavia in Malmö, Sweden; SITS – The Service Desk & IT Support Show; GEO Business; Ocean Business; and MARELEC Marine Electromagnetics conference. For more information, visit: [www.divcom.co.uk](http://www.divcom.co.uk).*

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