

# PRESS RELEASE

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NEWS

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## Bournemouth Highcliff Marriott Hotel Awarded 'Best Medium/Large Hotel of the Year' at the Bournemouth Tourism Awards 2010/2011

The Bournemouth Highcliff Marriott Hotel were amongst shops, restaurants, attractions and other hotels celebrating their contribution to the towns success at the annual Bournemouth Tourism Awards, held at the Bournemouth International Centre. The four star hotel, located on the West Cliff adjacent to the BIC, was recognised as the 'Best Medium/Large Hotel of the Year', the only hotel to have received this prestigious award twice, after sweeping up the same award in 2007.

The Bournemouth Tourism Awards is the leading awards ceremony in the region, celebrating the achievements and successes of the resort's Travel and Tourism industry. This year marked the fifth year of the awards ceremony and was hosted by Neal Butterworth, from the Bournemouth Daily Echo on Thursday 25<sup>th</sup> November.

Over 250 tourism representatives from the business community congregated at the BIC to applaud the 13 category winners and short-listed finalists, who strive to contribute in making Bournemouth an attractive, diverse and year-round tourist destination. The Highcliff Marriott rose above the De Vere Royal Bath, the Best Western Connaught Hotel, the Queens Hotel and Spa and the Premier Inn Bournemouth Central, who were also shortlisted for the award. "The judges were enormously impressed with the standard of the short-listed finalists. Each year the competition becomes tougher and tougher," explains Mark Smith, director of Bournemouth Tourism.

Michael Regenhardt, General Manager of the Bournemouth Highcliff Marriott Hotel said "We are very proud and grateful to receive this prestigious award as it represents all the hard work, commitment, passion and dedication of the team here at the Highcliff to consistently offer a great product and great service."

After sweeping up two awards at the ceremony last year, winning the 'Outstanding Customer Service of the Year' award and the 'Restaurant of the Year' award for the 2 AA rosette Highcliff Grill, the Bournemouth Highcliff Marriott Hotel proves this year again that it is committed and focused to providing guests with an outstanding all round visitor experience.

*November 2010*

### Editor's Notes

\* MARRIOTT INTERNATIONAL, INC. (MAR / NYSE) is a leading worldwide hospitality company with over 3000 operating units in the United States and 56 other countries and territories.

For more information about the Bournemouth Highcliff Marriott Hotel, call 01202 55 77 02.

For more information about the Bournemouth Tourism Awards visit <http://www.bournemouth.co.uk/site/business/tourism-awards>

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