

The Roald Dahl Museum and Story Centre

81-83 High Street, Great Missenden, Bucks, HP16 0AL

www.roalddahlmuseum.org



P R E S S R E L E A S E

Roald Dahl Museum shortlisted for sustainable tourism award

The Roald Dahl Museum and Story Centre has been shortlisted for a prestigious Tourism South East Beautiful South Excellence Award in the Sustainable Tourism category.

We are delighted to announce that the Museum has been shortlisted for a Tourism South East Beautiful South Excellence Award. These prestigious Awards are often called the 'Tourism Oscars' because of the high status they have achieved within the industry. Winners in this region will go on to compete in the national EnjoyEngland Awards for Excellence in 2012.

The Museum has been shortlisted in the Sustainable Tourism category. Director Amelia Foster says "We are very strongly committed to being a green visitor attraction. We recognise that it's not an add-on, it's at the core of what we do: there's no point in conserving things for future generations if we're also damaging the environment; it's counter-productive. We are very proud to be short-listed for this high-profile award, which recognises our efforts to encourage our staff, visitors and business partners to act in a sustainable way."

Jeanette Howse, Tourism South East Business Development Executive for Berks, Bucks and Oxon added, "These Awards recognise those businesses that have been delivering to the highest standards and we're delighted with the record number and quality of entrants. May I congratulate all who have been shortlisted and we look forward to seeing them on 1st December, when we announce the final results."

The winners will be announced and the Awards presented at a glittering gala dinner to be hosted at Denbies Wine Estate on Thursday 1st December.

Note to Editors:

Tourism South East is the leading membership based tourism organisation for South East England, covering Berkshire, Buckinghamshire, East and West Sussex, Hampshire, the Isle of Wight, Kent, Oxfordshire and Surrey. The South East is the largest region for tourism in Britain outside of London, worth in excess of £12 billion p.a. to the regional economy (7% of regional GVA) supporting over 300,000 jobs.

For further information about the Museum, please contact Isabelle Reynolds at the Museum on 01494 892192, isabelle@roalddahlmuseum.org

For further information about The Beautiful South Awards for Excellence visit www.beautifulsouthawards.co.uk or contact Jeanette Howse at Tourism South East on 01235 867302 or 07917 162876, jhowse@tourismse.com

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