



# VisitEngland opens voting for Tourism Superstar 2026

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Press releases

VisitEngland

February 2026

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VisitEngland's Tourism Superstar competition, now in its 14<sup>th</sup> year, encourages the public to cast its vote to find the unsung hero of England's tourism industry.

There are 10 finalists, currently working in tourism in England, competing to take the title of Tourism Superstar 2026, with voting open from 9 February to 22 March. The finalist with the largest number of votes is victorious.

The competition showcases tourism professionals and volunteers who go out of their way to provide memorable visitor experiences as well as promotes the variety and quality of England's tourism industry. To meet and learn more about the individuals and teams and to cast your vote go to: [visitengland.org/tourismsuperstarvote](https://visitengland.org/tourismsuperstarvote)

**VisitEngland Director Andrew Stokes said:**

*"Tourism Superstar seeks out the standout people who make our tourism industry amazing, ensuring destinations and attractions provide unforgettable experiences.*

*"The competition also shines a spotlight on the variety and quality on offer at every level and in every part of England's tourism industry. From holiday parks to castles, and from observatories to nature reserves, these individuals and teams ensure visitors keep coming back.*

*“Of course, they are all superstars already but I encourage you to watch the videos and cast your vote to make sure your favourite takes the crown.”*

The 10 finalists were selected out of submissions from Local Visitor Economy Partnerships (LVEPs), destinations and employers across England and from all areas of tourism.

The public is invited to view the short films of the finalists going about their daily duties in their tourism roles and promoting their destinations here: [visitengland.org/tourismsuperstarvote](https://visitengland.org/tourismsuperstarvote) and cast its vote for their favourite team or individual.

**VisitEngland’s Tourism Superstar 2026 finalists are:**

- Badger Hide Guides Volunteers at Wild Haweswater, the RSPB at Wild Haweswater, Cumbria?
- Cheryl Cade, Tour Guide, Norwich and Norfolk?
- Coast & Country Parks Holiday Connoisseurs, Coast & Country Parks - Somerset, Devon & Cornwall?
- Dan Monk, Director of Astrophotography, Kielder Observatory, Northumberland?
- Hull & East Yorkshire Volunteers (HEY! Volunteers), supporting culture, tourism and heritage, East Riding of Yorkshire?
- Jimmy Nicol, volunteer guide at Raby Castle, County Durham?
- Leicester’s Festivals and Events Team, Leicestershire?
- Maurizio Bocchi, chef at La Locanda, Lancashire?
- Mick Hurst, Battle of Evesham Historical Events and Reenactments, Worcestershire?
- Sheila Hannon, Show of Strength Theatre Walks, Bristol and Bath

The winner will be announced at the end of English Tourism Week, which this year runs from 13-22 March, with the Tourism Superstar award presented in person at the VisitEngland Awards for Excellence event in the summer.?

Tourism is one of England’s largest, most valuable industries?-?supporting hundreds of thousands of small-to-medium sized businesses, more than 2 million jobs?and?worth £127 billion to the economy in England.

**Notes to Editors:**

- For more information on VisitEngland’s Tourism Superstar 2026 finalists go to: [VisitEngland Tourism Superstar Awards UK | VisitBritain.org](https://VisitEngland Tourism Superstar Awards UK | VisitBritain.org)
- To cast your vote go to: [visitengland.org/tourismsuperstarvote](https://visitengland.org/tourismsuperstarvote)