

The Royal International Air Tattoo has struck gold, scooping top honours in the Cotswold Tourism



Awards 2014. The airshow, which won the Best Event of the Year category in 2012, has been named Tourism Event of the Year 2014 with judges citing recent innovations introduced by the airshow as setting it apart from other events.

These included establishing three new Service Stations in 2013, bringing together everything needed for a great day out including: food courts, free wi-fi hubs, information booths, toilets, merchandising and street entertainment.

The visitor experience was enhanced further with the unveiling of three exciting new interactive entertainment zones, along with improvements to the showground layout. Cotswolds Tourism Manager Chris Dee said: "The Cotswolds thrives on the high quality of local tourism businesses and services. These awards reward our achievers and help us to highlight the best of what's on offer here. The Royal International Air Tattoo continues to be a great event, going from strength to strength. The 'Tourism Event' category was very strong and the Air Tattoo fought off some stiff competition."

This summer's Air Tattoo on July 11-13 will be staging official celebrations marking the 50th display season of the RAF Red Arrows. It will also mark the final airshow in charge for its Chief Executive and cofounder Tim Prince.

Tim said: "Each year, the Air Tattoo attracts visitors from around the world to the Cotswolds and this helps generate millions of pounds for the local economy. This summer, we plan to shine an even bigger spotlight on the Cotswolds as we provide the UK with the ideal platform on which to

officially celebrate the iconic Red Arrows' 50th birthday.

"I see the award as a huge pat on the back for our large army of volunteers, many of whom come from the Cotswolds, whose enthusiastic and hard work each year provides the magic ingredient that makes the Air Tattoo so special."