



**PRESS RELEASE**  
**10 March, 2006**

## **SECTA – 1**

### **SECTA member in Top 20 in Britain in AA's search for Landlady of the Year!**

***Photo opportunity with Gill Bridges can be arranged.***

South East Cornwall Tourism Association (SECTA) member, Gill Bridges, from Polraen Country House at Sandplace in the East Looe Valley has been selected as one of only 20 short listed national finalists in the AA Landlady of the Year Competition.

This unsolicited accolade from the AA is based on their mystery guest inspection. AA inspectors nominate from 4,000 establishments in the AA Guest Accommodation Scheme. During their covert inspection visit, they assess 'dedication to the highest standards of guest care, comfort and hospitality'.

Gill and her husband, Martin, have run the Country House Hotel at Polraen for six years and, with their staff, have welcomed hundreds of visitors to South East Cornwall and are rightly proud of their commitment to the highest service.

Following the original nomination, Gill, who has a background in international tourism marketing, had to submit additional information about her business. The judges were not only impressed with her friendly, welcoming style but also her

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community involvement with the local school, Looe Valley Branch Line and the South East Cornwall Tourism Association.

Gill said “We are thrilled to have played a hand in attracting some official recognition for the standards of guest hospitality extended by businesses in South East Cornwall. We have natural assets in abundance to support our tourism industry. However, standards of hospitality and cleanliness, the use of quality products and ingredients, having respect for our environment and being involved in the communities we live in, are all key influences on the long-term success of any small hotel or guest accommodation provider.”

This public recognition of Gill’s hard work and commitment to the highest standards reinforces what we all already know – that South East Cornwall has some of the very best hospitality there is!

The final award will be announced on 17<sup>th</sup> May.

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### Notes to editors

- For more information contact Gill Bridges on 01503 263956 or [enquiries@polraen.co.uk](mailto:enquiries@polraen.co.uk) or Lyn Winter on 01752 233094 or [lyn.winter@plymouth.ac.uk](mailto:lyn.winter@plymouth.ac.uk).
- Photos of Gill and of Polraen can be supplied on request.
- SECTA is the organisation for suppliers of goods, accommodation, activities, information and services to the holiday industry in South East Cornwall. More information about SECTA can be found on the web site [www.secta.org.uk](http://www.secta.org.uk) , or by contacting the secretary by e mail [secretary@secta.org.uk](mailto:secretary@secta.org.uk) or phone 01503 263593.