

Guest is God - Giving Appreciation to the Independent.

FOR IMMEDIATE RELEASE

29 JANUARY 2018 - BLACKPOOL, January 18th, 2018 – Little Touches are proud to present their 2018 Guest is God Award to independent Hotels and Guest Houses across Blackpool, Southport, Scarborough, Whitby and Llandudno.

Little Touches, a travel agency based in Blackpool's South Shore, are rewarding their best rated hotels in January with their new 2018 Guest is God Award. The award has been given out to over 60 hotels in Blackpool - totalling over 75 across the UK - to give back to the businesses that go the extra mile. Receiving the award required that hotels have over 90% Guest Satisfaction across a large pool of reviews on their own website, littletouches.com.

"The purpose of the awards is to champion local accommodation providers, many of which are solely owned and managed by couples passionate about hospitality" said Tom Metcalf, Founder of Little Touches. He added "The Guest is God Award can be traced back to my experience at Disney, where we were taught that 'It's always Guest with a capital G'. I've tried my best to always follow this philosophy and now provide those that do too with something they wouldn't otherwise receive from the big names."

The term "Guest is God" derives from the Indian "Atithi Devo Bhava", the literal meaning of which is "the Guest is equivalent to God".

"In distributing our awards at the start of the year, our intention was to give our accommodation providers a feel-good factor going into what will be a busy 2018. We've been overwhelmed by the positive response so far and it's great to see so many of the certificates and stickers proudly displayed around the resort."

Little Touches hope to be handing awards out to even more properties in 2019 after a successful reception this time around in its first year. You can find out more about the awards by visiting the blog on their website <https://littletouches.com/blog/95/Guest-is-God-Awards-Class-of-2018>

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About Little Touches

Little Touches is a Marketing and Support Services company for the hospitality industry, with a particular focus on enabling accommodation providers located in the UK's Premier Seaside Resorts to flourish.

Based in Blackpool, the UK's Entertainment Capital and foremost 52 Week Resort, we have our own Online Travel Agency littletouches.com, a physical Travel Agency and Ticket Office at 110 Bond Street in South Shore and our support services include professional photography, outsourced cleaning and social media management.

Former Disney Cast Member Tom Metcalf is the company's founder and is bringing the knowledge gained from working at the pinnacle of hospitality and service to Blackpool, Southport, Morecambe, Scarborough, Whitby and Llandudno.