



About:

The Great British Holiday Awards were launched by PASC UK under the Great British Holiday banner in 2026 to recognise the very best that our sector has to offer across England and Wales.

Every day, across rural and coastal communities, our sector delivers something special. We help families reconnect, provide the space where memories are made, and are there for both the big moments and the quiet ones.

This is not just about holidays. It is about wellbeing – switching off, getting outdoors, and spending real time together, something that has never mattered more. Self-catering businesses also play a vital role in supporting jobs, pubs, restaurants, attractions, and local supply chains. We bring visitors into areas that would otherwise struggle and help keep money flowing into communities all year round.

Behind all of this are thousands of small, family-run businesses – hard-working owners navigating a growing wave of regulation, tax changes, and pressure from all sides. These awards shine a light on that effort. They recognise resilience, celebrate innovation, and honour the relationships between hosts and guests that sit at the heart of what we do.

With over 100 entries across England and Wales, there were some truly outstanding and inspirational examples from across the sector, so we are absolutely delighted to announce this years winners.

England Winners:

Category: Great British Self-Catering Business Award

Background: Honouring the backbone of our sector. Family-run businesses that have stood the test of time, with generations working together and passing knowledge forward.

Joint Winner: Our Bench, Lymington

Jackie, Alf and Chris have been returning to Our Bench twice a year for many years, making more than 20 visits to the New Forest. For Chris, who is disabled, the familiarity of returning to the same place provides comfort, confidence and independence. The cottage is always prepared with the specialist equipment he needs, allowing him and his family to relax and enjoy their holiday.

Their story shows the true value and importance of accessible tourism, and what it means for families like theirs. More than just a place to stay, Our Bench has become somewhere Chris feels safe, welcomed and at home and somewhere that he has been able to build his own traditions. Whether visiting with his parents or carers, the consistency, thoughtful care and traditions, from trips to the seaside to a homemade cake on arrival, have created lasting memories and invaluable respite for the whole family.

For more information about Our Bench Holiday Cottages visit:
www.ourbench.co.uk