

# Piccadilly Backpackers wins Best Accommodation of the Year 2010

Submitted by: pr-sending-enterprises

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Piccadilly Backpackers has just been named the Best Accommodation of the Year 2010 by the British Youth Travel Awards.

Piccadilly Backpackers beat the other finalists Generator Hostels and Hatters Hotel to be named the Best Accommodation winner (<http://www.piccadillyhotel.net/>), with the winner being decided by a panel of judges.

The British Youth Travel Awards are organised by the British Educational Travel Association (BETA) and are designed to honour the best in the student, youth and educational travel market.

Jonathan Allum, Group CEO, said: "I am delighted on behalf of Piccadilly Backpackers that we have been awarded the BETA Best Accommodation of the Year 2010, it's a prestigious award which gives recognition of all the hard work from our team, in particular, Vinesh Parekh our financial director and Andy Willday the general manager. In spite of the recession, our company has continued to thrive through innovation and investment in to developing our services; worthy of note is the establishment of a dedicated groups facility headed by Silvia Lopez Pruna which has proved to be a great success. We look forward to the New Year and thank BETA for their recognition."

About Piccadilly Backpackers:

Piccadilly Backpackers is London's most central, award winning hostel catering for the budget traveler. It offers beds and rooms for everyone who seeks value for money hostels in London (<http://www.piccadillyhotel.net/>). Spread over 6 clean levels, offering a fantastic crew of staff and located in the heart of London's liveliest area Piccadilly, the accommodation is only a heartbeat from London's most popular attractions.

The London hostel (<http://www.piccadillyhotel.net/>) offers easy access to the famous nightspot Leicester Square, the trendy area of Soho, the bustling shopping area of Oxford Street and London's renowned central Theatre Land. Trafalgar Square, Big Ben and the London Eye are also within an average of 10 minutes walking distance from the hostel.

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