SUSSEX FAMILY BUSINESS TULLEYS WINS PRESTIGIOUS INTERNATIONAL AWARD FOR ITS TULIP FESTIVAL

Tulleys Tulip Garden recognised as a world-leading tulip destination at international awards ceremony in the Netherlands, ahead of its biggest expansion yet for spring 2027.



West Sussex family business Tulleys Farm is celebrating another major achievement after its spectacular Tulip Garden was awarded the prestigious **2027 World Tulip Destination Award** at the World Tulip Summit in The Hague, Netherlands.

The international recognition celebrates Tulleys' commitment to creating exceptional floral experiences, horticultural excellence and its continued development as one of the UK's leading spring attractions.

The award was presented during the World Tulip Summit, held from 9 to 11 November 2026, which brought together leading figures from the international horticultural, tourism and tulip industries.

Representing Tulleys at the prestigious ceremony were team members Charlotte Waldron and Jaz Ryan, who proudly collected the award.

The event welcomed senior international representatives, including British Deputy Ambassador Keith Allan and Dutch Minister for Food Security, Fisheries and Horticulture Silvio Erkens, who delivered a speech recognising the importance of international cooperation and the success of tulip destinations around the world.

The achievement marks another significant milestone for the family-run Sussex attraction, which has continued to develop its Tulip Garden into a major spring destination, combining breathtaking floral displays with immersive experiences and creative installations.

Stuart Beare, Owner of Tulleys Farm, said:

"To receive international recognition for our Tulip Garden is something we're incredibly proud of, and it means a great deal to everyone here at Tulleys.

"What started with a vision to create something really special for spring has grown into an experience that we're all hugely passionate about. To have that recognised on an international stage, alongside some of the world's most established tulip destinations, is a real honour.

"This award is a reflection of the hard work, creativity and dedication of our incredible team, as well as the support we've received from our guests over the years. We're extremely grateful to everyone who has been part of the journey.

"We're already looking ahead to 2027, which will see our biggest expansion to date with the introduction of the brand-new Tulip Valley. There's so much we're excited to share, and we can't wait to welcome everyone back next spring."

The World Tulip Destination Award recognises outstanding tulip destinations that demonstrate excellence in horticulture, tourism, visitor experience and international collaboration.

Ibo Gülsen, Chair of the World Tulip Summit Society, said:

"Tulleys Tulip Fest demonstrates how a sustained commitment to horticultural excellence and the visitor experience can turn a seasonal spectacle into an internationally recognised destination."

During the awards gala dinner, British Deputy Ambassador Keith Allan also congratulated Tulleys on its achievement, highlighting the ability of tulip festivals to bring communities and cultures together.

The recognition comes as Tulleys prepares for its **biggest Tulip Garden season yet in 2027**, with an exciting new expansion set to transform the spring experience.

The introduction of **Tulip Valley**, a brand-new area of the attraction, will form part of the continued investment and development of the award-winning destination, with further details set to be announced ahead of the spring season.

The award adds to a remarkable year of recognition for Tulleys Farm, which recently celebrated a double victory at the Lloyds British Business Excellence Awards 2026, winning both **Lloyds Leading SME Business of the Year** and **Gerald Edelman Family Business of the Year**.

With international recognition now added to its growing list of achievements, the Sussex family business is looking forward to welcoming guests back for another spectacular celebration of spring.

BLACK FRIDAY TICKET RELEASE

Early Bird tickets for Tulleys Tulip Garden 2027 will be released at **7am on Friday 27 November 2026**, as part of a special Black Friday ticket launch.

With anticipation already building for the award-winning attraction's biggest season to date, tickets are expected to be in high demand, and guests are encouraged to book early.

Further information and tickets will be available via the official Tulleys website.

ENDS

Notes to Editors

Tulleys Farm is an award-winning, family-run visitor attraction based in West Sussex. Its seasonal events include Tulleys Tulip Garden, Tulleys Pumpkin Festival, Shocktober Fest, Tulleys Christmas Experience and Tulleys Christmas Light Festival.

The World Tulip Destination Award celebrates destinations demonstrating outstanding achievements in horticulture, tourism, culture and visitor experiences, while strengthening international partnerships across the tulip industry.

Media enquiries:

Ed Hopkins PR
edward@edhopkinspr.co.uk