

Shakespeare's England announces exciting hotel news in 2017!

Shakespeare's England is delighted to announce a number of exciting news and developments regarding its hotel offer throughout 2017. Many of its hotels are celebrating anniversaries, undertaking refurbishment programmes and launching new packages. Make 2017 the year you take a short break or longer holiday in Shakespeare's England.

The Falcon Hotel in Stratford-upon-Avon will commence its multi-million pound phased refurbishment in April to re-establish it as one of the most historical hotels in the town. Through significant investment and committed management, the refurbishment will see the hotel's heritage and local charm resonate throughout the design. The hotel plans to remain open throughout the refurbishment. Part of the St James's Hotel Group, the new and improved hotel will re-launch in 2018. Features will include a new restaurant, bar and lounge, a new state of the art kitchen as well as a new gym, meeting room and air conditioning in rooms.

Elan Spa at **Mallory Court** in Warwickshire will open in April – the first spa to open in the county for 10 years. The state-of-the-art Spa is a combination of countryside chic, glamour and decadence whilst remaining very much in keeping with the hotel's character and listed status. Facilities include an outdoor vitality pool with countryside views, glazed outdoor sauna, Rasul mud room, seven treatment rooms, 10m indoor Hydro pool, salt sauna and gym. Garden trails and wellbeing/mindfulness retreats are also planned. There are 12 luxurious new spa bedrooms, in addition to the existing 31 bedrooms in the main hotel.

Ettington Park Hotel has launched a new package staying at the historic hotel from £199 including bed and breakfast, 3-course dinner with wine and tickets to Warwick Castle for two adults and two children. The offer is available until 30 April.

Oakman Inns, operator of two Warwickshire pubs including **The Globe** in Warwick, has won "*Best Community Pub Operator*" in The Publican Awards 2017. The company demonstrated that it has a successful pub estate of community focused pubs - an award they have won for a third time in four years.

Arden House in Stratford-upon-Avon opened on 1 November 2016, a new venture for Eden Hotel Collection. The intimate 10-bedroom, boutique sister property to the well-established hotel 'The Arden' has a relaxed home-from-home atmosphere and dedicated 'house hosts' who offer a 24-hour service. A chef will prepare breakfast and afternoon tea for guests (included in the price) who are invited to gather around an informal dining table. Drinks (five

o'clock is gin o'clock) and a well-stocked pantry of snacks are included and guests can choose drinks from the honesty bar. An overnight stay costs from £229 per room (2 sharing).

The **Welcombe Hotel** in Stratford-upon-Avon celebrated its 150th anniversary on 24 November 2016. The luxury country house hotel also had a book published on the history of the hotel, to coincide with the anniversary.

A new **Hotel du Vin** will open in Stratford-upon-Avon with 48 bedrooms. The Stratford hotel will be the second for the chain in the Midlands. Facilities will include a bistro du vin, meeting and private dining rooms and a banqueting room with the capacity to seat 80.

The former **Holiday Inn** in Stratford-upon-Avon has undergone refurbishment works to transform it in to a **Crowne Plaza hotel**. The hotel, which is set amid landscaped gardens beside the River Avon, has had all 259 bedrooms upgraded and enhanced.

Radcliffe, one of **Warwick Conference's** training and conference centres has announced plans for a major refurbishment. Situated on the University of Warwick campus, the refurbishment will include a new heating system, refurbishment of the bedroom bathrooms, public bathrooms, lounge and meeting & syndicate rooms. Warwick Conferences has also invested in a new, full serviced catering van, which will allow the team to deliver its award-winning food offering while travelling up and down the length and breadth of the country.

Macdonald Swan's Nest Hotel in Stratford-upon-Avon will refurbish 20 bedrooms. The remaining 48 rooms were refurbished in 2008 but will also be re-decorated. **Macdonald Alveston Manor Hotel** will reveal its brand new suite plus will undertake a full refurbishment of the 11 bedrooms in the Manor House, recreating their original Tudor style features. The 94 bedrooms in the modern extension will also be refurbished.

Mercure Warwickshire Walton Hall Hotel & Spa is launching a package for 2 adults and 2 children in an apartment with dinner, breakfast and entrance to Warwick Castle for just £149.

Stratford Manor & The Stratford Hotel are launching a partnership with two attractions. One promotion includes 2 nights' accommodation, 1 dinner and 2 tickets to Warwick Castle for 2 adults from £239 at The Stratford Manor. The second is a 2 night package with dinner on 1 night and tickets to the British Motor Museum at £9 instead of £15 and is available at both hotels. The hotels are also launching their new 'Meet off Peak' promotion offering discounted rates for conferences & meetings held on Monday & Fridays.

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The Peach Pub Company, which runs four pubs in Warwickshire including **The One Elm** in Stratford-upon-Avon and the **Rose & Crown** in Warwick, has appointed its first Property Director as its next step towards becoming a 22 strong, £35 million a year pub business. Simon Bishop takes the reins in the newly created role, with a remit to source and acquire new properties that the award-winning independent pub company can make peachy. He will also look after property matters for Peach's 17 existing pubs and boutique hotel.

For more suggestions and information on accommodation please visit

<http://shakespeares-england.co.uk/>

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Notes to editors

Shakespeare's England is the official destination management organisation for Stratford-on-Avon and Warwick Districts. It is a public-private sector partnership representing the leading tourism businesses and organisations in Stratford-upon-Avon, Warwick, Royal Leamington Spa, Kenilworth and surrounding market towns and villages. For more information visit please visit <http://shakespeares-england.co.uk/about-us>

More information on Shakespeare's England can be found at www.shakespeares-england.co.uk www.facebook.com/ShakespearesEngland and Twitter [@ShakespearesEng](https://twitter.com/ShakespearesEng)

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