

CHECK-IN

with Choice Hotels

March 2013

Welcome to Check-in, the first Choice Hotels e-newsletter. Every month you will be able to take a peek behind the scenes at each of our hotels, and also keep up to date with the latest news and events.

A new dining experience at The Cliffs

Ahead of your next visit, we wanted to let you know about some changes to the restaurant at The Cliffs, that will enable us to improve the service we offer and enhance your experience.

Choice Hotels has invested over £150,000 in the restaurant at The Cliffs, to create a stylish and contemporary dining room for guests to enjoy our delicious food. We have created three separate dining areas, each with their own look and feel, to give extra room between tables and offer more of our popular sea view and window seats.

We will also be moving to a buffet-style service in the restaurant, allowing you to help yourself to as much, or as little, as you like. All guests will be contacted in advance of their stay to explain how the new service works and how it will improve the Choice Hotels experience.



Ongoing refurbishment

Our dedicated maintenance team is constantly hard at work to make sure we are ready for your arrival at any time of the year.

Last year we spent nearly £1m refurbishing bedrooms and common areas throughout our five hotels, maintaining a clean, fresh look. Our ongoing refurbishment programme continues this year with a further £1m planned to be spent on all of the hotels - making your stay with Choice Hotels even better than before.

We would love to hear your feedback, so next time you stay, why not take a photo and post it on our Facebook page – [facebook.com/CliffsHotel?](https://www.facebook.com/CliffsHotel?)

Keswick mystery

The team at The Keswick, in the heart of the beautiful Lake District, has uncovered a 60-year old mystery after finding a bundle of photographs and letters hidden behind panelling.

The letter, which is dated June 10, 1954, was found by maintenance staff during the recent refurbishment, and hotel manager Stephanie Rogers is appealing for help in reuniting the pictures and letter with their owner, Harry Scott.

Stephanie, who has managed the hotel for the past 23 years, said: "If anyone has any idea who either of these people are, I would love to hear from them."



Also in this issue:



Christmas Party Nights unveiled

Believe it or not, planning has already begun for our infamous Christmas party nights which are going to be bigger and better this year.

The rates were released recently and we've already taken a few enquiries from eager party-goers keen to join in the seasonal festivities.

Offering the best value in the region, you can enjoy first class entertainment and dining – with plenty of dancing and seasonal cheer from as little as £35 per person, including meals, entertainment and accommodation.

BOOK NOW!



Radio Gaga at The Cliffs!

In April, The Cliffs is welcoming BBC radio presenter Sally Naden to Blackpool where she will run her show from our reception.

The BBC will be showcasing the very best the resort has to offer, and we are delighted that they chose us as their base.

Choice Hotels Director, Eddie Nelder, said: "The broadcast will feature some of the characters in the Choice team you all know and love. A lot of our team have been with us for many years and they will be providing valuable insight into why our customers keep coming back to Blackpool and our hotel every year."

Make sure you are listening on 4 April from 11am on 95.5FM, or listen online at www.bbc.co.uk/radiolancashire.



Check-in with...

Jonathan Hurst, Choice Manager at The Patterdale Hotel

Main area of responsibility: As a Choice Manager, I cover lots of different areas, my most important responsibility being to ensure that the needs of our guests are always met.

How long have you been with Choice? I have been working at Choice Hotels for 20 years, starting behind the bar at The Cliffs and The Claremont.

What is the best thing about your job? I can honestly say that my job wouldn't be the same if Choice Hotels didn't attract the guests that we do. It is great to see them coming back year after year and know they always leave with a smile on their face.

Unusual fact about you: I finally got to play rugby league against my childhood hero, John Pendlebury, who I used to watch playing for Wigan when I was a kid.

Favourite local attraction: I love Go Ape at Grizedale Forest - it isn't just fun for the children, it's great for adults too!

Events Diary

9-12 May

Keswick Jazz Festival
Visit their website

CLICK HERE TO VIEW RATES FOR THE VIKING

23-31 May

Dance Festival, Blackpool
Visit their website

CLICK HERE TO VIEW RATES FOR THE KESWICK

7-8 June

Keswick Beer Festival
Visit their website

CLICK HERE TO VIEW RATES FOR THE CLIFFS

CHOICE HOTELS
from seaside to lakeside

BLACKPOOL
THE CLIFFS

THE CLAREMONT

THE VIKING

LAKE DISTRICT
THE KESWICK

THE PATTERDALE