

## News Release: 17<sup>th</sup> July

### The Borrowdale Hotel goes the extra mile for their canine guests

Dogs and their owners will enjoy an even better holiday in the Lake District this year thanks to a new initiative introduced by a very dog friendly hotel.

The Borrowdale Hotel in the Western Lake District has extended its canine welcome by offering to walk their guest's dogs and supplying beds, blankets, bowls and treats – and if it is the dog's birthday, Chef will bake a cake too.

For the 7.4 million UK dog owners the question of where to go on holiday also includes a decision about the dog. While some pets go to friends, family or kennels, many people take their faithful friends with them, but the reality of which hotels and guest houses truly accept dogs can be another matter.

The Borrowdale Hotel in Borrowdale, Keswick has been looking after dogs since it was built – that's over 140 years of doggy hospitality. This year the hotel decided to add dog treats to guests rooms, as well as bowls, beds and blankets if needed, but the biggest difference guests will notice is the introduction of a dog walking service.

It means guests who want to take a day trip without their dog can relax in the knowledge that their dog is being exercised by staff – far better than being stuck in a car or room all day. Twice a day they can be taken on a short or long walk around the Borrowdale valley, giving them a chance to smell and experience new places while their masters try something else.

Guests holidaying for 7 nights can indulge their pampered pooches with a free dog grooming session – something the hotel thinks will prove popular for some of the longer haired pets that have hiked miles around the Lake District during the week. There's also something extra for dogs with birthdays. If guests prove they have a canine birthday in their party, Chef will bake a special birthday cake, and with over 75% of dogs in the UK being pedigree, there should be no problem with the birth certificate!

Janice Brown from Hull has visited the Borrowdale Hotel with her pet terriers for years, "I stay here because they are so kind to dogs and really make them feel welcome. Offering to walk my dog was a great surprise, but very welcome. In the future it will give me a bit more flexibility in what I can do and I won't have the worry about my dog getting hot and bothered in the car - it's just another example of how well 'the Borrowdale' looks after all its customers".

The hotel is perfectly situated for dog lovers, with ambling river and lake side walks from the door and more challenging fells all around. Guests return time and time again with their pets because they are welcome throughout the hotel\*.

Rachel Cook, Sales Manager at the Borrowdale Hotels said "Research shows that a massive 84% of over 45 year olds prefer to walk in picturesque settings - that's why so many dog lovers visit the Lake District and the Keswick area in particular. We think we have just about the best proposition for guests with dogs and wanted to do something that would make even more people aware of just how much we like having dogs around.

Over our 140 years we have played host to many of the 209 breeds in the UK and they all seem to enjoy it; Labradors, Border Collies and Jack Russells are the UK's top breeds and we certainly get our fair share of them too!"

As one dog owner said, at the end of a day out, our dog sleeps contentedly and we all look forward to seeing family holiday pictures that include our faithful companion too.

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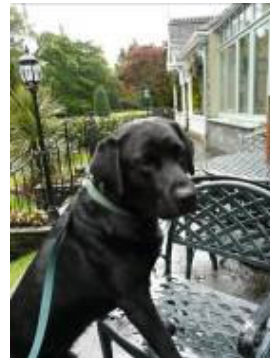
There are a range of special breaks available throughout the year which can be viewed on the website at [www.lakedistricthotels.net](http://www.lakedistricthotels.net) . Anyone interested in finding out more about a dogs life at The Borrowdale Hotel should contact 017687 77224 or email [sales@borrowdalehotel.co.uk](mailto:sales@borrowdalehotel.co.uk)

\*excluded from dining room, conservatory and bar at mealtimes.

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For more information regarding this press release or for pictures, please contact Tracey Errington on 01768 895 964 or email [tracey@marketsense.net](mailto:tracey@marketsense.net)

Pictures: Murphy, a 3 year old Black Labrador road tests the facilities, service and staff at the Borrowdale Hotel, (not all dog walks will be with the dalmation!)



### Notes to the Editor:

The Borrowdale Hotel was one of the first purpose built hotels by Derwentwater and has accommodated dogs from the day it opened in 1866.

It is part of Lake District Hotels Ltd, an independent group of 6 hotels run by one local Lake District Family. Their 6 hotels are situated in some of the Lake Districts most prestigious locations like Inn on the Lake at Glenridding, The Lodore Falls Hotel and The Borrowdale Hotel in the Borrowdale Valley near Keswick, plus The Skiddaw Hotel and the Kings Arms Hotel in Keswick and The George Hotel in Penrith.