

NEWS RELEASE:
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Lake District Hotels light up a winter wonderland in West Cumbria

At a time when many small Cumbrian towns are concerned about the cost of lighting up for Christmas, Kit Graves from Lake District Hotels has pledged to continue spending on Christmas illuminations and decorations to make sure Christmas sparkles for their guests.

It is a tradition at Lake District Hotels, that when adding another hotel to their portfolio, they make sure it is properly decorated for Christmas – with lights and decorations inside and out. Ensuring locals and Christmas guests have a really sparkling Christmas comes at a cost – but one that is worth it.

Awash with hundreds of new twinkling lights is The Borrowdale Hotel, bought by the group this spring. One of the first things to be ordered were over £15,000 of new Christmas illuminations and decorations to create that magical traditional Christmas charm sought after by guests. The hotel has just begun a significant refurbishment programme and ready in time for the festive season is the new look lounge with roaring real fires, cosy seating and a fanfare of festive décor - regular visitors will see a dramatic difference.

Just down the road, drivers will also be charmed by the chocolate box display that lights up the Lodore Falls Hotel. They invested in new lights and decorations when they first bought 'The Lodore Falls' four years ago and continue to add more on a yearly basis, the same is true for their other hotels.

Towns like Keswick appreciate the independent contribution to the illuminations and both The Skiddaw Hotel and the Kings Arms Hotel continue to add to their décor each year. Their other hotels are also glowing examples of independent contributions to town lights with The George Hotel in Penrith creatively lit like a central beacon for the town illuminations and the Inn on the Lake making a significant impact in Glenridding.

“I think we are the only independent hotel group in Cumbria to invest so much money and effort on Christmas decorations - inside as well as the outside. Our decorations make Christmas extra special, creating a cosy Christmas wonderland for visitors and our loyal local trade to enjoy. All our guests deserve the best and what makes us so popular with local people at Christmas is the mouth-watering array of festive fayre we offer. There's everything from hot Winter Pimms Punch, hot chocolate with Baileys and hot tea with rum, to goose, turkey in all variations (sandwiches, baguettes, in jacket potatoes and Christmas dinner) and of course Christmas cake, mince pies and mulled wine too!”

“We have to offer such a wide variety of festive fayre because the restaurants, bars and lounges in our hotels are open all day and guests like a choice of what to eat, where and when. Christmas lunches in the new Conservatory at the Skiddaw Hotel are already proving to be very popular already!”

In total, the Lake District Hotel Group has spent over £85,000 on lights for their hotels, with new ones added each year. Lights for the Lake District Hotels are all turned on at the same time – 15th November. Last year the big switch on was done by Coronation Street stars Liam Connor and Maria who were staying at the Lodore Falls Hotel.

The Lake District Hotels Christmas Party nights and 3 Day Festive Breaks are still proving popular for despite the credit crunch and the hotels are filling up fast – perhaps guests know that there's no sigh of Scrooge and they will still be offered some of the most fantastic festive local fare available.

Anyone interested in booking a festive celebration, full of traditional sparkle can find out more by calling 0800 840 1240 or by visiting their website at www.lakedistricthotels.net

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For more information regarding this press release please contact Tracey Errington on 07799 640 290 or email tracey@marketsense.net

Pictures: The Lodore Falls Hotel lights up the Borrowdale Valley.

Coronation Street's Liam Connor and Maria turn on the lights at The Lodore Falls last Christmas

