



# BOWOOD

**WILTSHIRE'S BOWOOD HOTEL, SPA & GOLF RESORT SECURES  
PRIDE OF BRITAIN AND AUTOMOBILE ASSOCIATION SUCCESSES,  
LESS THAN THREE MONTHS AFTER OPENING,**

*(Monday 3 August, 2009):* Bowood Hotel, Spa & Golf Resort (between Calne and Chippenham, Wiltshire) has just been approved for membership of Pride of Britain Hotels, gained a four star rating from the Automobile Association and been awarded two AA rosettes for the Shelburne Restaurant. These successes are all the more impressive since they have been achieved within three months of the official opening of the 43-bedroom hotel and spa on 16 May by HRH The Duchess of Cornwall.

Alongside the existing Bowood Golf & Country Club, the separate three-story hotel features 37 bedrooms and six suites, the 64-seater Shelburne Restaurant & Bar and two lounges (The Library and the Morning Room). With its own dedicated entrance, the spa comprises a 15x6 metre infinity swimming pool, hot pool, crystal steam room, rock sauna, aromatherapy showers, gym and spa bar. The new Bowood hotel adopts a distinctively English country house tone yet with contemporary twists. Its 'country-chic' interiors bring modern translations to classic pieces while also drawing upon Bowood's impressive heritage, reflecting themes found within Bowood House (home to the Lansdowne family since 1754) and across Capability Brown's 2,000 acre Grade I Listed Great Park.

Its admittance to 'Pride of Britain Hotels' means that Bowood Hotel, Spa & Golf Resort is one of just two Wiltshire properties to be included within this collection of the finest privately-owned hotels in the country. Established for 27 years, Pride of Britain Hotels currently has a membership of 38 hotels and Bowood is now included alongside the likes of Dorset's 400-year-old Plumber Manor, The Goring in London's Belgravia (which claims to be the capital's oldest privately-owned luxury hotel), Gloucestershire's Calcot Manor & Spa which dates back to Cistercian times and founder-member hotel, Maison Talbooth on the Essex-Suffolk border. This prestigious non-profit-making consortium welcomes diversity yet guests at any of the delightfully different properties can be sure of consistently high standards of hospitality, comfort and good food.

"Before being admitted as a member of Pride of Britain Hotels, we had to receive the approval and votes of all other member-hoteliars," explains James Stewart, General Manager, Bowood

Hotel, Spa, Golf Resort & Visitor Enterprises. “To be recognised for having achieved the high standards set by our peer group so soon after opening is incredibly encouraging and motivating for everyone at Bowood. Together with the AA’s granting of a four star-rating for the hotel and two rosettes for the Shelburne restaurant we feel confident about achieving wider and greater appreciation of the experience we are continually fine-tuning for the benefit of our guests.”

Expressing his delight, too, on these early triumphs, Bowood’s owner, the 9<sup>th</sup> Marquis of Lansdowne adds, “James and his highly dedicated team of staff at the hotel and spa have all worked tirelessly ahead of the launch which was on schedule. They haven’t missed a beat since and the warm and friendly service they are providing gives the new hotel and spa its heart and soul. I congratulate and thank every one of them on these achievements so soon after opening.”

For further enquiries and reservations, call Bowood Hotel, Spa & Golf Resort on Tel: 01249 822228. For fuller background on the hotel, spa and golf resort - and indeed all that Bowood offers - visit [www.bowood.org](http://www.bowood.org).

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#### **Note for Editors**

Bowood has been home to the Lansdowne family since 1754. Within the western corner of Capability Brown’s 2,000 acre Grade I Listed Great Park and a mile from Bowood House, the new hotel and spa are just set back from the 18-hole championship golf course to form Bowood Hotel, Spa & Golf Resort.

The present Marquis of Lansdowne opened Bowood House & Gardens to the public in 1975 and since then some four million people have visited. Over half the house is open to the public (with the family living in the remainder) as well as over 100 acres of gardens and grounds.

Bowood appeals to all ages, thanks to its many varied attractions, including an Adventure Playground, a woodland garden of rhododendrons covering 60 acres, an Arboretum, the Robert Adam Orangery, the priceless Bowood Collection and the laboratory where Dr. Joseph Priestley discovered oxygen gas.

A former Prime Minister, Foreign Secretary, Chancellor of the Exchequer, Governor General of Canada and Viceroy of India have been drawn from the nine generations of the Lansdowne family who have lived at Bowood since 1754.