

BOWOOD GEARS UP AT CONFEX 2008 FOR HOTEL OPENING IN 2009.

Its new 43 bedroom hotel due to open in mid-2009 will be central to Bowood's presence at Confex 2008 (at Earl's Court, London from 12-14 February).

“Recognising that planning schedules require long lead times it is crucial to start informing events, conference and meeting planners, marketeers and individual businesses now of the added opportunities which will be on offer at Bowood with the new hotel and health club,” says James Stewart, General Manager of Bowood Golf & Country Club and Visitor Enterprises. “Although it's still some way off until the hotel opens on the Bowood Estate (between Calne and Chippenham, Wiltshire), Confex 2008 presents an ideal platform to start promoting this considerable development which will connect the hotel and Bowood's existing golf and country club.”

Building work on the project began in November 2007 and the Bowood team will be present on Stand R109 at Confex to outline the details of the 43 en-suite bedroom hotel (including six luxury suites) which will also feature an 80 seat restaurant, bar and two lounges with open wood burning fires. Connecting the hotel with Bowood's golf and country club, the health club will feature an 18x6 metre swimming pool, gym, rock sauna, crystal steam room and aromatherapy showers. A range of beauty and health treatments will also be available to hotel guests in their own rooms. Wood chippings from the Bowood Estate thinnings will be used to run the environmentally-friendly Biomass heating system for the whole complex.

Bowood's appeal for staging a variety of large scale activities, whether as private corporate events or public occasions, was launched at last year's Confex. 'Beautiful Bowood' offers open-air concerts, product launches and trade fairs with the most captivating and magical site in the centre of Capability Brown's 2,000 acre park. Views stretch out over gentle slopes and a tranquil lake, across to the Wiltshire Downs and beyond, as the landscape embraces five valleys, outstanding woodland, avenues of bluebells, sheep and deer, Rhododendron Walks, an Adventure Playground, a Hermit's cave and a Cascade. With its impressive Robert Adam Diocletian Wing, Bowood House – home to the Lansdowne family since 1754 – becomes a focal point for country fairs and shows; open-air concerts

and firework displays; product launches, corporate events and offsite meetings; family fun days, sponsored walks and team building events, as well as shooting feature films and period dramas, TV commercials and photographic spreads.

Just eight miles south of the M4 and three miles from Chippenham station (main line service between Paddington and Bristol), Bowood is equally well-positioned for visitors coming from London, the south-west and the south-east, Wales and the Midlands. While no public roads cut across the parkland, five private estate roads (all feeding into a central hub around Bowood House and the Pleasure Gardens) allow for separate entrance and exit access linking up with the A4, A3102 and A342. Unlimited car parking space plus two helicopter landing pads also help to welcome audiences reaching up into the tens of thousands. Last September, many came to watch Van Morrison and UB40 appearing live in concert as part of a successful 2007 season at Bowood. A more ambitious events calendar is now expected for 2008.

“Bowood is truly an enchanted oasis. Its stunning facilities will also provide the hotel with unlimited opportunities,” comments Bowood’s owner, Lord Lansdowne. “Fishing, archery, garden tours, walking trails and golfing being among our many attractions, Bowood will increasingly be an outstanding destination in the south-west for corporate days, exclusive conferencing, wedding celebrations, weekend breaks and rural escapes.”

Find Bowood at Confex on Stand R109 and/or log onto www.bowood.org to discover more.

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