

# Escape

AUTUMN INTO WINTER 2011 *with Elite Hotels*



Ashdown Park Hotel & Country Club | The Grand Hotel, Eastbourne  
Luton Hoo Hotel, Golf & Spa | Tylney Hall Hotel



ENTER OUR  
PHOTO  
COMPETITION  
AND WIN A  
WEEKEND AWAY  
*See page 11*

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Share the Elite Experience

[www.elitehotels.co.uk](http://www.elitehotels.co.uk)

# A Warm Welcome

As Summer turns to Autumn - albeit back into Summer again for the first week of October! - and eventually into Winter, we're busy with seasonal preparations. The welcoming smell of log fires that have been dormant since the spring, the crisp leaves being swept from drives and entrances and the warm glow of festive arrangements remind us just how cosy the hotels are when the British weather is not quite on our side. So bring your wellies, your Barbour jackets, your family, children, friends and dogs and enjoy the winter with us.

It's been a busy summer at Elite as the 25th anniversary celebrations continue at Tylney Hall and we've prepared to launch an exclusive new spa range, which you can read about on page 4. Outside work

employees have pushed out the boat - and bike - raising money for Hospice in the Weald at Kent's colourful Dragon Boat Festival and a 'cyclathon' organised by Pride of Britain Hotels in association with the charity Hospitality Action.

And looking to the future, on the train to London I recently wrote the first of many blog posts for Elite Hotels. Each week a member of the Elite team will write a blog, or produce a small video, offering an insight into life behind the scenes at England's finest collection of country house hotels. I hope you will join us 'backstage' for our weekly updates at [www.elitehotels.co.uk/](http://www.elitehotels.co.uk/) blogs or follow us on twitter, facebook and youtube.



Graeme Bateman, Managing Director of Elite Hotels

## Getting Social at Elite Hotels

Following the launch of our new website at the end of July we've added a number of new functions that will make browsing even simpler. Visitors to the site can now view images of our full range of rooms, there are more photographs on the gallery than ever before and guests can sign up to receive newsletters and upload their own anecdotes and images. We've also become more social - you can 'like', share and comment on stories and events taking place at the hotels and all the hotels are posting weekly blogs as well as updating their Facebook pages, Twitter feeds and YouTube channels. If you want to stay connected to Elite Hotels, there's never been an easier or better time to do it.

For links to our Facebook pages, Twitter feeds, blogs and videos visit the Elite or hotel home pages and click on the various social media links.

Blogs so far:

### Elite Hotels

- An Introduction from Graeme Bateman
- My Favourite Season
- Up Up and Away

### The Grand Hotel

- Updates from the Cellerman
- Wedding Blog

### Ashdown Park

- The Important Things in Life

### Luton Hoo

- Behind the Scenes at Luton Hoo
- The Perfect Pasta Demonstration

### Tylney Hall

- Wedding Fair Season
- Travel Trade Familiarisation Weekend
- Planning That Special Day
- Garden Open Day



A new look website for Elite hotels



Our bespoke facebook tabs

## Come Dine With Us



Gourmet or bistro, formal or relaxed, we offer memorable dining experiences for all tastes. Our Head Chefs have their own individual styles, but what unites them is their creative flair and throughout Autumn and Winter their menus will focus on English produce, much of it local, and seasonal ingredients.

Savour a classic Chateaubriand for two, carved at your table, at Ashdown Park, a medley of old fashioned English pork at



The Grand, loin of venison with mushrooms at Tylney Hall or wild rabbit and hare steamed pudding at Luton Hoo. And of course there are always vegetarian options.

There's also a new-look lunchtime menu at Ashdown Park where you can choose a one, two or three course meal to suit your appetite or schedule, whether it's a working business lunch or a leisurely catch up with friends and family.



From warming winter fare to lighter contemporary dishes you'll always be spoilt for choice at Elite.

A two course table d hote luncheon can be taken from as little as £19.00pp at Ashdown Park's Anderida Restaurant, £20.00pp at The Grand's Mirabelle Restaurant, £25.00pp at Luton Hoo's Wernher Restaurant and £19.50pp in the Oak Room Restaurant at Tylney Hall.

## Gourmet Wine Dinners 2012

### Ashdown Park

- 31st March  
Veuve Clicquot Gourmet Dinner
- 14th April  
RMS Titanic Gourmet Dinner
- 6th May  
'Best of British' Gourmet Dinner

[www.ashdownpark.com](http://www.ashdownpark.com)

### The Grand Hotel

- 7th March  
A Trip Through the Rhone Dinner
- 4th April  
Local Fromage Dinner
- 2nd May  
New Season Lamb Dinner

[www.grandeastbourne.com](http://www.grandeastbourne.com)

### Tylney Hall

- 14th February  
Valentine's Day Dinner
- July  
Hampshire Food Festival Season

[www.tylneyhall.com](http://www.tylneyhall.com)

### Luton Hoo

- Our world tour of wine begins on Saturday 25th February and continues on the last Saturday of each month.

[www.lutonhoo.com](http://www.lutonhoo.com)



## New Spa Range

As part of our ongoing commitment to offer a unique and refreshing Spa experience, this summer saw the launch our new treatment and skin care ranges from Kerstin Florian and VitaMan.

One of most distinguished skincare lines in the spa industry, Kerstin Florian specialise in using natural resources including thermal mineral water, mud, algae, herbal extracts and essential oils.

VitaMan, the first men's line to design male-specific body therapies, use unique and potent Australian indigenous ingredients to restore the natural vitality and radiance to male skin. We are particularly proud that Ashdown Park, Tylney Hall and The Grand Hotel are the first UK hotel Spas to offer the VitaMan range.

Luton Hoo Hotel retains its own bespoke range of products blended exclusively for the hotel by award winning skincare company Circaroma. The organic 'Spa at Luton Hoo' products take inspiration from plants and herbs found in the 1,065 acre estate.



## Kerstin Florian & VitaMan

VitaMan, meaning 'Healthy Man', was the first men's line to design male-specific therapies for this growing sector of the spa market. The cutting edge, natural products used are scientifically proven to offer results for:

- Anti-ageing
- Sun damage
- Skin repair
- Treating problem skin
- Hair and scalp problems
- Pre and post operative care

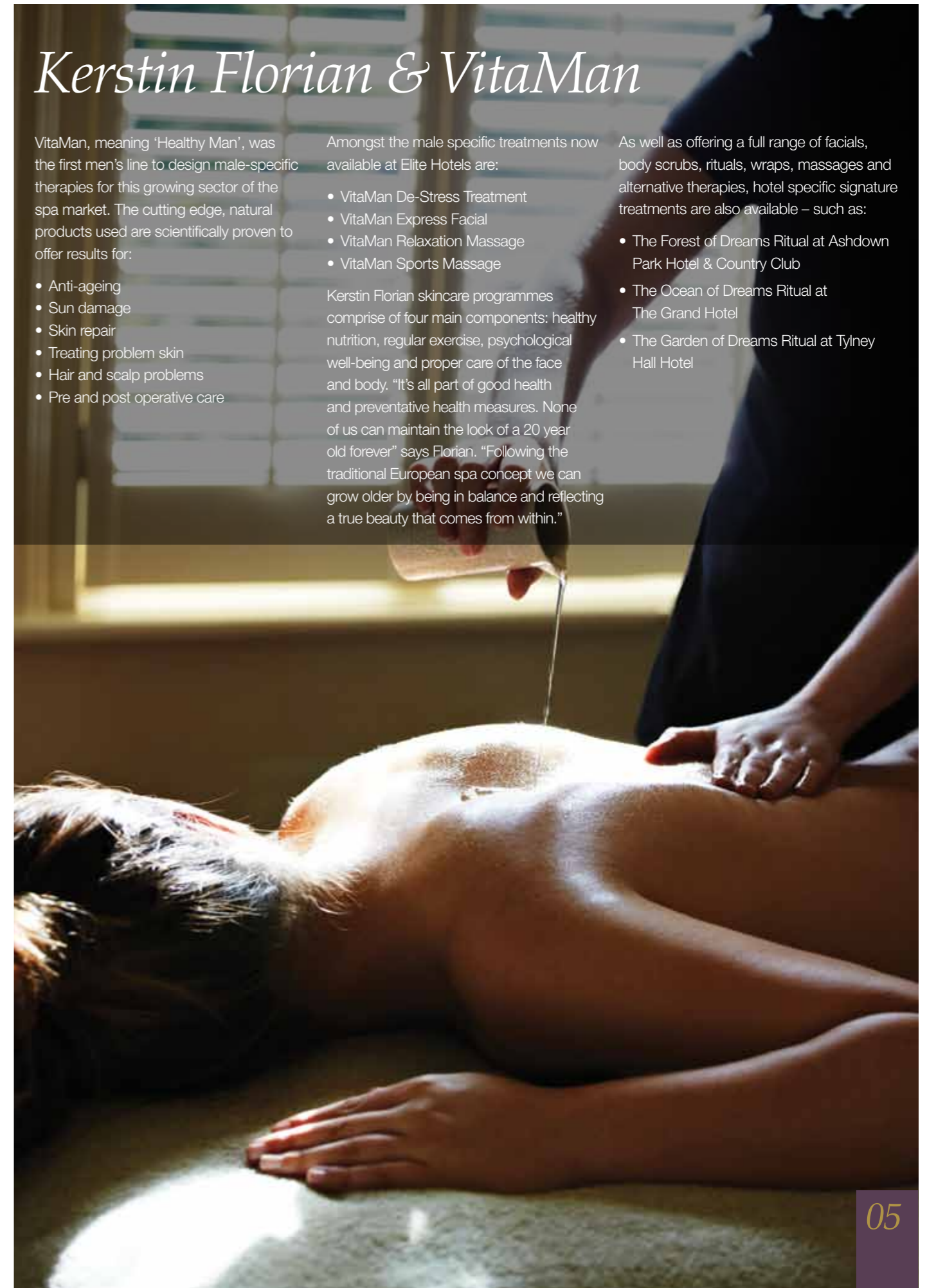
Amongst the male specific treatments now available at Elite Hotels are:

- VitaMan De-Stress Treatment
- VitaMan Express Facial
- VitaMan Relaxation Massage
- VitaMan Sports Massage

Kerstin Florian skincare programmes comprise of four main components: healthy nutrition, regular exercise, psychological well-being and proper care of the face and body. "It's all part of good health and preventative health measures. None of us can maintain the look of a 20 year old forever" says Florian. "Following the traditional European spa concept we can grow older by being in balance and reflecting a true beauty that comes from within."

As well as offering a full range of facials, body scrubs, rituals, wraps, massages and alternative therapies, hotel specific signature treatments are also available – such as:

- The Forest of Dreams Ritual at Ashdown Park Hotel & Country Club
- The Ocean of Dreams Ritual at The Grand Hotel
- The Garden of Dreams Ritual at Tylney Hall Hotel





Whether you're planning a lavish banquet for over 300 guests, an intimate celebration with close family and friends, want a tailor-made wedding or a fully inclusive package, we'll provide the wedding day of your dreams.

Each hotel is licensed for civil ceremonies and partnerships and our superb venues

include summer houses, chapels, galleries and grand baronial-style suites, all providing memorable and atmospheric settings for couples to start their married lives.

We also offer a host of ways to celebrate forthcoming nuptials with themed pre wedding weekends, and after the big



day what could be a more romantic than spending your first night at an Elite Hotel cocooned in extravagant comfort?

To find out more contact the hotel of your choice and we will send you our latest wedding brochures – you may be surprised at the wide range of options available.

## Winter Weddings

An increasing number of bride and grooms are choosing to say 'I do' at Elite Hotels during the winter months... and this year is no exception. Although wedding guests are unlikely to need their sunglasses, winter weddings are every bit as magical with exemplary service, warming wedding breakfasts and unique venues dressed for the occasion (with possibly a snowflake or two for good measure). To provide that extra twist to an already memorable occasion, we have 6 weddings taking place at the height of the festive season across the Elite Hotels group. Congratulations to the happy couples. Limited number of dates available for 2012.



## Stay the Night

2012 is set to be the year of celebrations in the UK with the Olympics, the leap year and the Diamond Jubilee. We have a few suggestions of how you can treat yourself and your loved ones in 2012, with ways to make your leap year memorable, an Elite version of the Diamond Jubilee and our New Year promotion due to be announced online in January! Join us for what promises to be a fun packed year...

## February 14th



Love is in the air once again at Elite Hotels, as Valentine's 2012 promises to be our most romantic yet. Ashdown Park, The Grand Hotel, Luton Hoo and Tylney Hall will all be hosting candlelit delights served in award winning restaurants. For those not wishing to call it a night after dinner, residential packages are available to

include early check-in and late checkout, champagne and chocolates in your luxurious room on arrival and use of the extensive leisure facilities.

Contact the hotels direct to find out more or visit the special offer sections on the web-site. [www.elitehotels.co.uk](http://www.elitehotels.co.uk)

## Elite Jubilee Celebrations

During 2012 we are joining the nation's celebration with a Diamond Jubilee package of our own. Anyone celebrating a significant 60th anniversary next year will be entitled to stay at an Elite Hotel for £60.00 per person per night.

Whether you are celebrating a 60th birthday, 60 years of marriage or even 60 years on the throne you are welcome to

stay with us throughout the whole of 2012, not just during the Jubilee celebrations for this special rate. Subject to availability. Terms and conditions apply.

Contact the hotel reservation's team for available dates. Proof of eligibility will be required.

See [www.elitehotels.co.uk/elitejubilee](http://www.elitehotels.co.uk/elitejubilee) for details.



## London 2012



With attentions inevitably drawing to 'the greatest show on earth', we are pleased to announce that Elite Hotels have signed up to the Major of London's Visitor Charter, promising fair and responsible pricing during the Paralympic and Olympic games in London. In fact anyone booking accommodation at Elite Hotels for either Olympic event will be able to book at 2011 prices until the end of this year.

With all hotels conveniently located for travel into London and the Olympic Village there couldn't be a better base during this period. Luton Hoo is just 26 minutes away from London St. Pancras, Tylney Hall 40 minutes from Waterloo, Ashdown Park and The Grand Hotel both around an hour from London Victoria.

## Merry Christmas...

The festive season is always a very special time of year at Elite Hotels and each of our four historic properties provides an idyllic backdrop for your Christmas celebrations, whether you want to enjoy the fresh air of the seaside or a rural hideaway surrounded by stunning countryside.

The individual history, architecture, character and charm of our hotels combine to create an atmosphere of welcoming luxury that can be enjoyed by all the family. We pride ourselves on traditional values of service and hospitality complemented by attentive and friendly service – all the ingredients you need to enjoy a seasonal celebration where you can relax in style.

Our two, three and four day Christmas house parties recapture the glamour of a bygone era and our modern facilities, including spas and in-room amenities, provide everything you need for a special festive break. Crackling log fires, sumptuous afternoon teas, cocktail parties, fine food and wine, music and dancing plus a full entertainment programme for all ages - which you partake in as much or as little as you like - await our guests, many of whom return year after year to spend their Christmas with Elite.

Arrive to a warm welcome and settle into your room before getting to know the hotel and surroundings with a walk around our extensive estates, stroll along the prom or maybe a pampering spa treatment. Christmas Day will include all the trimmings you'd expect, including a visit from Santa, and on Boxing Day you can relax or take part in one of country pursuits or sporting activities.

We also offer special Interlude breaks during the periods either side of Christmas and New Year, providing you with the chance to take a well-earned breather in the run up to Christmas Day or enjoy some peace and rest before the New Year celebrations.

Join us and let us spoil you in style!

### House Party Tariffs

	2 Nights	3 Nights	4 Nights
<b>Ashdown Park</b>	From £593.00	From £840.00	From £947.50
<b>The Grand Hotel</b>	-	-	From £995.00
<b>Luton Hoo</b>	From 595.00	From £775.00	From £875.00
<b>Tylney Hall</b>	From £650.00	From £895.00	From £995.00

Prices given are per person, based on 2 people sharing and include the full Christmas programme as published at [www.elitehotels.co.uk/christmas2011](http://www.elitehotels.co.uk/christmas2011)

## ...and a happy New Year

Make it a New Year to remember with one of our breaks to welcome the arrival of 2012. You can ring out the old and ring in the new with a one or two day package, and whichever you choose we will provide you with plenty of reasons to celebrate.

From live jazz, nostalgic Palm Court tunes, music for dancing or a traditional Scottish piper on the stroke of midnight, Elite offers you a variety of ways to see in the New Year – all of course involving the sparkle of a Champagne toast. Opt for an elegant black tie gourmet event, relaxed candlelit dinner or gala meal with the

opportunity to dance the night away. Whichever celebrations the adults choose we don't forget our smaller guests who also have their very own New Year party.

Begin the countdown to 2012 when you arrive during the afternoon of New Year's Eve and check into your luxury accommodation. Relax with tea and pastries in one of our comfortable lounges or visit the spa for a massage or treatment in the lead up to the big night.

Start your celebration by joining us for cocktails and canapés in one of

our elegant drawing rooms before savouring one of the special menus created by our team of Executive Chefs. As Big Ben chimes, or the chapel bells at Ashdown Park ring out, we will serve Champagne to herald the arrival of the New Year.

On New Year's Day enjoy a late breakfast in bed or a hearty brunch followed by a bracing walk around the grounds or a traditional seafront concert. You are very welcome to continue your stay and join us for an indulgent New Year's Day lunch or afternoon tea – there will be plenty of time to make any resolutions!

### New Year Residential Tariffs

	1 Night	2 Nights
<b>Ashdown Park</b>	From £215.00	From £335.00
<b>The Grand Hotel</b>	From £230.00	From £430.00
<b>Luton Hoo</b>	From £235.00	From £342.50
<b>Tylney Hall</b>	From £365.00	From £450.00

Prices given are per person, based on 2 people sharing and include the full New Year programme as published at [www.elitehotels.co.uk/christmas2011](http://www.elitehotels.co.uk/christmas2011)

## Dates For Your Diary

### Ashdown Park

- 5th December 2011  
Ladies 'Christmas' Luncheon
- 13th – 17th February 2012  
Half Term at Ashdown Park
- 11th March 2012  
Wedding Showcase
- 18th March 2012  
Mother's Day at Ashdown Park
- 15th April 2012  
Garden Open Day

[www.ashdownpark.com](http://www.ashdownpark.com)

### Tylney Hall

- 13th-17th February 2012  
Half Term at Tylney Hall
- 18th March 2012  
Mother's Day at Tylney Hall
- 1st April 2012  
Spring Garden Open Day

[www.tylneyhall.com](http://www.tylneyhall.com)

### The Grand

- 29th January 2012  
Afternoon Tea with Shelly van Loen and the Palm Court Strings in the Great Hall
- 3rd-5th February 2012  
London Mozart Players weekend – 10th Anniversary
- 13th – 17th February 2012  
Half Term at The Grand Hotel
- 14th February 2012  
St Valentine's Day banquets in the Mirabelle and Garden Restaurants
- 26th February 2012  
Afternoon Tea with Shelly van Loen and the Palm Court Strings in the Great Hall
- 18th March 2012  
Mother's Day at The Grand

[www.grandeastbourne.com](http://www.grandeastbourne.com)

### Luton Hoo

- 18th January 2012  
Jazz Sunday Lunch Season Starts
- 13th-17th February 2012  
Half Term at Luton Hoo
- 26th February 2012  
Wedding Showcase
- 5th March 2012  
Ladies Luncheon in association with Air Ambulance
- 18th March 2012  
Mother's Day at Luton Hoo
- 1st April 2012  
Spring Garden Open Day

[www.lutonhoo.com](http://www.lutonhoo.com)



### MEET AT ELITE

## Leap Into 2012 with Special Meeting Rates



Corporate clients looking to book and hold a meeting conference or event at Elite Hotels between January and the end of February 2012 will receive a very special offer if they book by the 23rd December 2011. Contact the hotels today for full details or visit [www.elitehotels.co.uk/meetings](http://www.elitehotels.co.uk/meetings)

Our inclusive 24hr residential package includes:

- Accommodation in deluxe bedroom
- Spa membership for the duration of your stay
- Dedicated meeting and events planner
- Morning coffee with biscuits
- Two-course luncheon
- Afternoon tea with chef's choice of light bites
- Three-course dinner
- Full English or continental breakfast
- Daily newspaper
- Main meeting room hire
- Mineral water and cordials
- Note pads and blotters
- Screen and flip chart
- Complimentary car parking
- Broadband internet and WiFi access in the meeting room

[www.elitehotels.co.uk/meetings](http://www.elitehotels.co.uk/meetings)

# Video Competition

To help keep the children entertained over the Christmas holidays and February half term, we are encouraging our junior guests to film 'a child's eye view of Elite'. The video footage can be of wildlife spotted in the grounds, fun and games with siblings, family Christmas celebrations or whatever they choose!

Just for fun, the best entries will be uploaded to the Elite Hotels Youtube channel – where they can be viewed over and over again. Who knows, the experience may even lead to a budding star being asked to come in and make an official child's video for us!

We are especially interested to get your child's perspective on

- Exploring the gardens
- The Pools and Leisure facilities
- Dinner times at Elite
- Our Bedrooms
- Your Favourite Hotel (and why)
- What could make it even better?

Just take your video, upload it to You Tube and send the link to [marketing@elitehotels.co.uk](mailto:marketing@elitehotels.co.uk) and we'll put it on our site.



## Send In Your Snaps

In the summer edition of Elite Escapes we ran a photography competition and have been overwhelmed by the response to this. We have been inundated with entries depicting the changing seasons, the beautiful architecture of our hotels, the local wildlife and friends and family enjoying their surroundings.

Congratulations go to Roger Flynn of Hook who sent in this image (below) of his sons, Charlie and William, enjoying the grounds at Tylney Hall. As winner of the summer prize draw, Roger wins an overnight stay for two at any Elite Hotel.

We are still compiling entries for autumn,

winter and spring prize draws – so if you have a photograph you would like to enter into the competition please do.

To enter, e-mail your images as jpegs, file size must be between 1 and 5 megabytes, to [marketing@elitehotels.co.uk](mailto:marketing@elitehotels.co.uk) or for multiple images and files over 8 megabytes post on a CD to:

Marketing  
Ashdown Park Hotel & Country Club  
Wych Cross, Nr Forest Row  
East Sussex, RH18 5JR

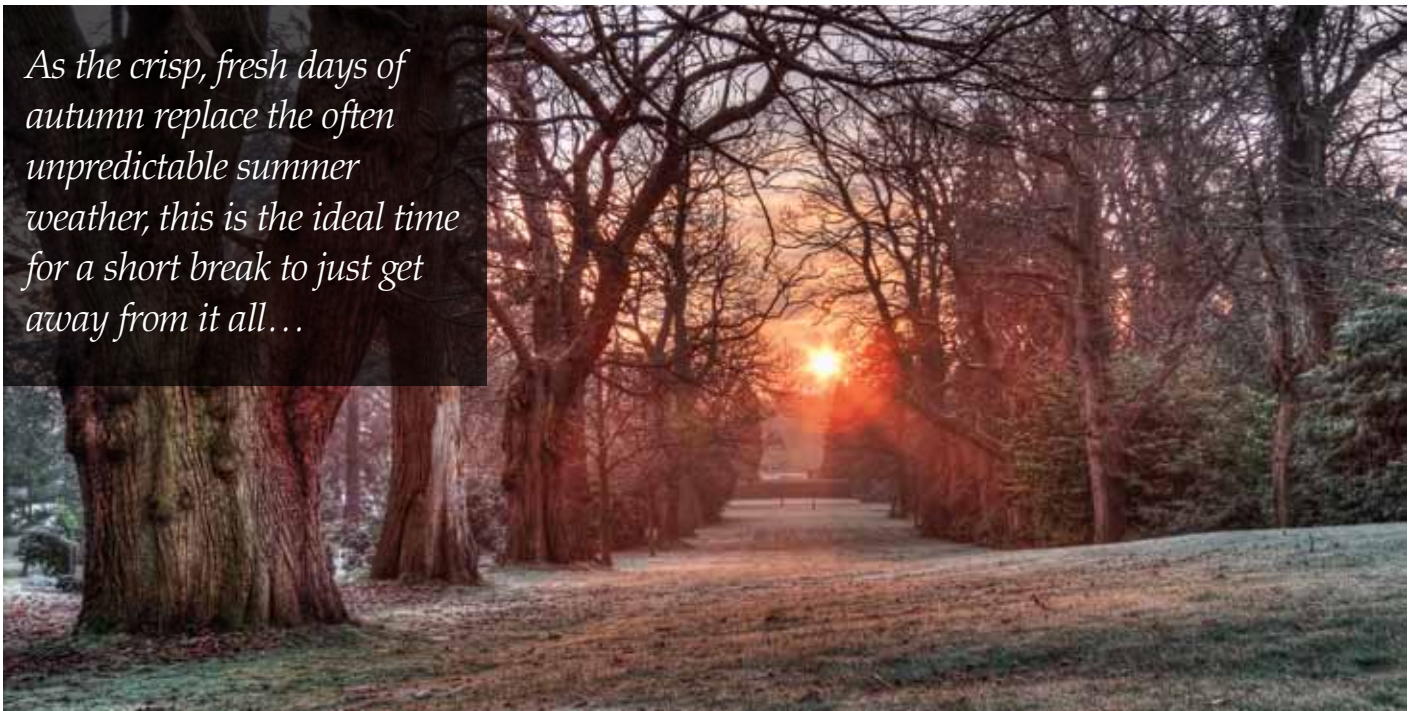
Please remember to include your name, address and contact details and look out for the first winning entry in the next edition of 'Escape'. Kindly note we cannot return CDs.

Left: The winning photo, well done to Roger Flynn of Hook.



*The ideal gift for a loved-one, friend or colleague this festive season – an Elite Hotels gift certificate can be purchased for luxury overnights stays, gourmet dining experiences, indulgent spa days and much more. Find out more at [www.elitehotels.co.uk/gifts](http://www.elitehotels.co.uk/gifts)*

*As the crisp, fresh days of autumn replace the often unpredictable summer weather, this is the ideal time for a short break to just get away from it all...*



### Ashdown Park

#### Autumn and Winter Warmer

Ashdown Park Hotel & Country Club is the perfect place to experience the colourful changes this season brings. Tea and cakes await your arrival in the cosy drawing room. The evening concludes with a candlelit meal in the Anderida Restaurant before retiring to your luxury accommodation. From £255.00 per room per night.



### Tylney Hall

#### Winter Breaks

From the welcoming log fires in the lounges to the sumptuous 3 course dinner in the award winning Oak Room Restaurant, a short break at Tylney Hall this winter promises relaxation at every turn. There will even be fruit, chocolates and wine in your room on arrival. From £299.00 per room per night.



### The Grand

#### Winter Warmer

After a brisk walk along the Eastbourne promenade, return to The Grand Hotel and snuggle up in front of a roaring log fire with a good book. Make use of the leisure facilities before enjoying complimentary dinner. From £199.00 per room per night.



### Luton Hoo

#### Autumn and Winter Gold

Wrap up warm and explore the 1,065 acres of parkland, secret gardens and manicured lawns. A box of fudge will be waiting in your room after check-in and a 3 course dinner in the Adam's Brasserie is sure to delight. From £265.00 per room per night. Children are invited to stay for free.



Visit the hotel websites for full details, or log onto [www.elitehotels.co.uk/offers](http://www.elitehotels.co.uk/offers)

**ASHDOWN PARK HOTEL & COUNTRY CLUB:** NR FOREST ROW, EAST SUSSEX, RH18 5JR, 01342 824988

**THE GRAND HOTEL:** EASTBOURNE, EAST SUSSEX, BN21 4EQ, 01323 412345

**LUTON HOO HOTEL, GOLF & SPA:** LUTON, BEDFORDSHIRE, LU1 3TQ, 01582 734437

**TYLNEY HALL HOTEL:** ROTHERWICK, HAMPSHIRE, RG27 9AZ, 01256 764881

