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## **TALASH HOTEL GROUP OWNED PROPERTY JOINS BEST WESTERN GREAT BRITAIN TO DRIVE LOCAL TOURISM IN LINCOLNSHIRE**

Best Western Hotels and Resorts in Great Britain has announced the arrival of Stoke Rochford Hall, BW Premier Collection, to its growing collection of over 250 independent hotels. The hotel, which is part of the Talash Hotel Group, marks the 20<sup>th</sup> property to join BW Premier Collection.

Stoke Rochford Hall, BW Premier Collection, is set in a Victorian country mansion with magnificent views of the beautiful countryside. All 97 guest rooms are elegantly decorated and are in either the Mansion House, Old Stable Courtyard or Woodland Lodge, with many sporting garden views and period features. This elegant property hosts a conference theatre that seats up to 300 delegates, as well as many stylish meeting rooms including a library and orangery which are ideal for private events, special occasions and business functions.

Guests visiting the hotel are also invited to use the leisure club located within the grounds of the estate which features an indoor heated swimming pool, sauna and steam room, as well as a gym and floodlit sports pitches, ideal for those looking to either relax in style or have an active stay.

John McKitterick, General Manager of Stoke Rochford Hall, BW Premier Collection, commented: "We're extremely happy to showcase this elegant property as part of the BW Premier Collection. The Best Western family is the perfect fit for us, as we can join an extremely successful global brand, all whilst showcasing our independent property features, making the future an exciting one."

Rob Paterson, CEO at Best Western Great Britain, added: "Following an incredibly successful year last year for new hotels joining our brands, this first quarter of 2018 has been equally as strong, seeing the Best Western Great Britain brand further strengthen our portfolio of over 250 completely unique and exciting properties. We're thrilled to welcome Stoke Rochford Hall, BW Premier Collection to the brand and can't wait to see what the rest of the year has in store."

To find out more about Stoke Rochford Hall, BW Premier Collection, visit:

<https://www.bestwestern.co.uk/hotels/stoke-rochford-hall-bw-premier-collection-84238>

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**About Best Western GB**

# Press Release



Best Western is a brilliantly different collection of independent hotels proudly giving a personal welcome to guests for over 70 years. With over 250 distinctive hotels in Great Britain alone, there is more to explore with Best Western.

Best Western GB is a retained-profit membership organisation that helps hotels maintain their independence. Committed to representing the views of its independently owned member hotels, Best Western GB tackles key industry issues on their behalf, including the effects of Government policies and legislation, industry changes and environmental impact on the heartbeat of the Great British hospitality industry.

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