

ON THEIR MARKS FOR NEW CAMPAIGN

hha

Hertfordshire
Hoteliers
Association



In a series of new articles, Times Magazine looks at an organisation which is geared up to promote hotels throughout the county.

Members of the Hertfordshire Hoteliers Association are launching a high-profile campaign to increase awareness of the county as a place to visit and to maximise its appeal for people looking for somewhere to stay when heading for the 2012 Olympic and Paralympic Games.

The association, set up in 2007, represents a collection of branded and privately-owned properties offering an array of styles. These range from modern and trendy business hotels in busy corporate locations, boutique city-centre properties, hotels convenient for airports and historic country-house style venues set in landscaped gardens.

Facilities include high-quality accommodation and event rooms, fine-dining restaurants and leisure facilities.

Part of the new campaign involves money-saving vouchers that can be downloaded from the association website at www.herts-hotels.co.uk offering discounts of up to 25 per cent on room rates or three nights for the price of two.

In all, the association collectively offers more than 2,000 guest bedrooms and more than 100 flexible conference, meeting and event rooms.

Active member units stretch from Watford to Stevenage and from Markyate to Ware. With a commitment to promote business and leisure tourism across Hertfordshire, the group participates in local and national marketing initiatives and offers a range of benefits to members.

HHA chairman Jon Kert-Reynolds, general manager of the Quality Hotel St Albans, said: "Hertfordshire has great potential as a destination for business and leisure-based tourism and while our industry faces many challenges at present, not least the difficult financial climate, members of the HHA believe strongly that working together creates opportunities that might otherwise pass us by.

"The association is working hard collectively to place member hotels in a position of strength as we look forward to the opportunities that will present themselves through a recovering economy, the 2012 Olympics and top tourist attractions such as Butterfly World and other leisure and business developments opening up in our region."

Hertfordshire Chamber of Commerce chief executive Tim Hurchings added: "Our county boasts an active business community, plenty of leisure attractions and convenient rail and road links to and from London, only 30 miles away.

"Great hotels catering for all tastes and needs enables us to make the most of these advantages, which are likely to be even more significant for people seeking alternative accommodation close to the capital with the arrival of the 2012 Olympic and Paralympic Games."

For more information on the HHA, log on to www.herts-hotels.co.uk

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