

ACCOMMODATION

BAHA summary, from Chairman Des Simmonds

Now we are into September I think accommodation providers can all breathe a sigh of relief and can confidently say that it was a successful summer season in Bournemouth. It was never going to be a record-breaking year but, with the general feel that figures matched last years, we can all be happy with ourselves and look forward to trying to extend our holiday seasons into September and onwards without the fast-paced pressure of the school holidays. The More Bus Bournemouth Air Festival was a great success and it was definitely a phenomenal marketing tool to show off what an amazing town we have. Our hope now is that many of those visitors will realise what a wonderful place this is and book their family holidays here next year.

The Bournemouth Highcliff Marriott Hotel recently announced its sponsorship of the West Cliff Lift until the end of 2010 – aka the “Marriott Express”. The West Cliff Funicular Lift, built in 1908, links the seafront with the top of the West Cliff, where the Bournemouth Highcliff Marriott Hotel is located. In addition to the sponsorship, the four-star hotel, will be refunding the lift ticket fare against drinks and afternoon tea in the Highcliff Lounge and Bar and Sunday lunch or even dinner in the Highcliff Grill.

Hoburne Holiday Parks is celebrating its most successful July and August on record after having sold more caravan holiday homes over the summer, compared to any other July and August in its history. Its recent success, follows an increase earlier this year in advance bookings at its Parks, as the popularity of caravanning breaks soared with families turning their back on foreign holidays, choosing instead to take a break closer to home.

Best Western The Connaught Hotel, which has recently put the finishing touches to an ambitious development plan creating a large landscaped garden adjacent to the hotel. The underutilised outdoor swimming pool and surrounding area at the hotel has been transformed into a ‘terrace garden’. In keeping with the Connaught’s green credentials – the hotel is the first and only in Bournemouth to be awarded a Silver Shield by Green Tourism for its commitment to the Environment – the garden has been created to be eco-friendly with hedgerows to encourage nesting, compost heaps and water butts. In addition an extensive herb garden has been incorporated which means the hotel kitchen has quality fresh ingredients literally on its doorstep.