

Best Western opens its doors to rich bitches and hound dogs

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Best Western Hotels, Britain's biggest independent hotel group, has gone to the dogs - and it couldn't be happier about it.

Tails are wagging with glee at Best Western Hotels (<http://www.bestwestern.co.uk/>) across the UK as the group opens its doors with a fanfare of new features being introduced for man's best friend in order to cope with the 150% increase in dog bookings seen over the past year.

Dogs at several hotels now have their own room service - tentatively titled 'Groom' Service - and even enjoy luxury fine dining from their own in-house canine-menu, including delicious items like specially sourced marrow bone and select cuts of free range chicken and rump steak.

Best Western hotels have long been popular with dog owners and their pampered pooches but in the last 12 months the group has seen a huge increase in the number of dog owners seeking suitable accommodation for themselves and their loyal four-legged friends. As a result several hotels within the group, which has won awards for its Pet Friendliness, devised a number of canine-centric new features designed to make guest pooches feel even more pampered.

One of these is the inclusion of special dog-beds, available on request. Owners can now book a twin room with a bed for themselves and a custom doggy-divan for their canine companion. Doggie treats on the pillow and walks specially devised for those with short, medium and long legs are another special feature at the Best Western Monkbar hotel (<http://www.bestwestern.co.uk/Hotels/Best-Western-Monkbar-Hotel-83729/Hotel-Info/Default.aspx>) in York.

Pet friendly hotels (<http://www.bestwestern.co.uk/Find-a-Hotel/PetFriendlyHotels.aspx>), are dedicating rooms specifically for guests with dogs and other rooms which are never used to accommodate pets, plus investing in the latest vacuum cleaners designed specifically to cope with pet hairs. For example, one Leeds hotel (<http://www.bestwestern.co.uk/towns/leeds-52394.aspx>), the Best Western Dower House, has four rooms with direct access to the hotel gardens.

June Nelsey, general manager of the Best Western Monkbar Hotel, said: "Many people cherish their pets as part of the family, as dog owners ourselves we understand that people don't like to leave their pets at home and want their pet to have as good experience as they do while away.

"We even offer our seven year old Labrador to guests who miss their own pet and want a dog to walk. He has even had dog chews sent from Australia and doggie gifts from America to say thanks for a great holiday."

Clarissa Baldwin, Chief Executive of Dogs Trust (<http://www.dogstrust.org.uk/>), said: "Dogs love a change of scenery just like anyone else so we are very pleased that dog-owners are increasingly choosing to holiday with their canine chums. Boarding kennels are not necessarily ideal for every pet and some, like the very old, very timid, or animals that have spent time in a Rehoming Centre may find it a stressful experience and, where possible, would be far happier joining you on your break."

Best Western spokesman, Chris Webb, added: "There's been a huge uptake of rooms by dog owners and their pets in the last 12 months. In order to accommodate this increase we are investing in lots of new features to make sure our guests, and their four-legged best friends, are well catered for. We want to make sure that the pooches tails are wagging as much at our hotels as they do at home."

Ends

About Best Western Great Britain

Best Western Great Britain is part of Best Western International, the world's largest hotel chain. Best Western currently has over 280 individual hotels in the UK. Each one is independently owned and managed, while being committed to the company's common standards of quality, service and value.

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