



VisitEngland

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10 November 2009

Dear Mr & Mrs Grindley

New VisitEngland Breakfast Award for Hotels & Guest Accommodation
QiT Id: 62625 ~ The Hambledon

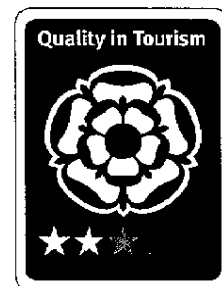
We are very pleased to advise you that your establishment has achieved VisitEngland's new Breakfast Award following your most recent assessment. The new award, sponsored by Kellogg's, recognises both Hotels and Guest Accommodation that offer their guests a high quality and good choice of breakfast plus service and hospitality that exceeds what would be expected at their star rating. We enclose a certificate to confirm your award.

With this initial announcement 169 Hotels (17%) and 523 Guest Accommodation businesses (7%) have achieved the Breakfast Award, from all star ratings. For one in four of you, this is your first VisitEngland Award so many congratulations to you all!

We have deliberately set the thresholds higher for establishments at the higher star ratings, to reflect guests' expectations. For details of the scores required, go to: www.visitengland.com/quality and read the news item on the NEW Breakfast Award.

In the New Year, Kellogg's, our sponsors, will be announcing details of their additional competition, which will be open to all Hotels and Guest Accommodation who have been awarded the VisitEngland Breakfast Award.

The Breakfast Award is valid until your next assessment takes place. From January 2010 the award will be awarded automatically at the time of the assessment, as do the Silver and Gold Awards. This award can be displayed in all your marketing material and is already showing on your entry on www.enjoyengland.com and www.visitbritain.com. Last week the main accommodation search page of both these websites was updated to include the option to search for establishments with the Breakfast Award. You may also wish to contact your local data steward to ensure your entry on the local and regional websites include your new award.



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