

Mid Wales Tourism Awards

Llandrindod Wells hotel and spa has 'Best Accommodation for Groups'

Immediate: October 21, 2019

One of the top hotels in Mid Wales was recognised as offering the 'Best Accommodation for Groups' at the inaugural Mid Wales Tourism Awards.

The Metropole Hotel and Spa, Llandrindod Wells, received the award at a glittering awards ceremony held at The Hafren, Newtown on October 17, where the compere was Welsh tourism personality Jonathan Jones, CBE.

Designed to celebrate and showcase the region's exceptional tourism industry, the biennial awards were organised and managed by MWT Cymru on behalf of Mid Wales Tourism Forum and supported by Visit Wales, the Welsh Government's tourism arm. A dedicated Tourism Awards Advisory Group was established specifically to assist with the awards.

Greg Loweth, The Metropole Hotel and Spa's business development manager and Adele Davies, event sales manager, said: "We are shocked but really delighted to win this award. It's all down to the staff at the hotel; without them we wouldn't be where we are as a strong and thriving business in Mid Wales.

"I think the awards are absolutely amazing. Val and her team at MWT Cymru have done an absolutely fantastic job in organising this event and their hard work is putting Mid Wales on the map again."

The Metropole Hotel and Spa was built by the great-great-grandmother of managing director Justin Baird-Murray in 1897 and has been run by the family for five generations.

The hotel, which has 100 en suite rooms, has a four-star rating from the AA and Visit Wales and five-star rating for food hygiene. Extensive dining options are offered, guests receive complimentary use of The Rock Spa with gym and there are 12 event rooms for entertainment.

A dedicated fibre optic line provides hotel-wide coverage of high-speed wireless Internet over a large band width to cater for a large number of guests in the hotel at the same time.

A free car park has 150 spaces, with plenty of rooms for coaches and the reception is open 24 hours a day with a porter service. For group bookings, the hotel assists with itineraries that incorporate other local destinations and attractions.

The group leisure market represents about 30% of the hotel's occupancy business and a dedicated sales team works with conference and event organisers, group tour sales teams and special interest group organisers.

The Metropole is committed to offering guests the best possible value for money, comfortable accommodation in attractive surroundings, good food in a relaxed atmosphere, excellent service from friendly, well trained staff and extensive and well-maintained leisure facilities.

Staff are trained for every job, encouraged to develop within the hotel and to share ideas which could improve the company's performance. The hotel works with training provider Cambrian Training to develop and improve staff skills with 16 staff currently working towards NVQs.

The Metropole is a member of MWT Cymru, Welsh Rarebits and Classic British Hotels and Mr Baird-Murray is an active member of UK Hospitality and past chairman at British Hospitality Cymru.

Runners up for the award were Plas Dinam Country House, Llandinam and Tynrhyd Retreat, Aberystwyth.

Granted an Awards Trust Mark by the Independent Awards Standards Council, the awards were open to all businesses, organisations and individuals who contribute to tourism within Mid Wales.

MWT Cymru is the regional destination marketing and membership organisation for Powys, Ceredigion and Meirionnydd district of Southern Snowdonia. As a not-for-profit social enterprise company, MWT Cymru supports and represents more than 550 tourism businesses and organisations across the region.

Picture caption:

Greg Loweth (left) and Adele Davies from the Metropole Hotel, Llandrindod Wells receive the Best Accommodation for Groups Award from MWT Cymru chairman Rowland Rees-Evans at the Mid Wales Tourism Awards held at The Hafren, Newtown.

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For more information, please contact Val Hawkins, MWT Cymru chief executive, on Tel: 01654 702653 or Duncan Foulkes, publicity adviser, on Tel: 01686 650818.