



**ACCOLADE:**  
From left, Andrea McKay, chairman of the Hotel Marketing Association, Gill Venning from the Coniston Hotel with the award, and Kathryn Pretzel-Shiels, vice president of American Express

## Luxury hotel gains national recognition

A campaign which boosted trade from non-residents by nearly a quarter this summer has received national recognition for a Dales luxury hotel.

The Coniston Hotel, near Skipton, clinched its first national award with a highly-commended accolade in the Hotel Marketing Association Awards.

The award for the best small budget marketing campaign recognised the hotel's "Drop in for Coffee" campaign, which saw visits from non-residents

rise by 24 per cent between July and September.

Gill Venning, head of sales and marketing, who attended the awards ceremony at London's Savoy hotel to collect the prize, said: "The 'Drop in for Coffee' campaign really captured the imagination of the public and led to hundreds of people coming into the hotel off the A65 for coffee or lunch, or making a special trip out to the hotel this summer."

The hotel, owned by the Bannister family, is undergoing a £5 million expansion and creating around 60 new jobs. Situated in 1,400 acres of countryside at Coniston Cold, the hotel was earlier this year granted four-star status by the AA.

Tom Bannister, marketing director, said: "We're delighted to receive this award, and to be acknowledged for our marketing alongside hotel groups such as De Vere and Intercontinental."

