



CARVING A NICHE

STAYCATION MARKETS

The
ALEXANDER HOTEL
Collection



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Collection

**A CAPTIVE
AUDIENCE**

**WITH PLENTY OF
CHOICE...**

**SUMMER
OF 2020**

**WHAT WE
LOOK FOR
IN A
HOLIDAY**

**DRIVING
DESIRE**

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Collection

STAYCATION:

a holiday spent in one's home country rather than abroad, or one spent at home and involving day trips to local attractions

ADVENTURE | DISCOVERY
SENSE OF PLACE
LUXURY | INDULGENCE
MAKING IT PERSONAL

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GETTING TO KNOW YOU

YOUR GUESTS, STAYING LONGER

BARNETT HILL

Family & Pet Friendly
Outdoorsy, approachable
Surrey Hills - craft, artisans
Cycle country

GREAT FOSTERS

Family & Pet Friendly
Historic, horticultural
Windsor - royal family, tourism
Gastronomy, Michelin Star

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GREAT FOSTERS X ST JAMES'S HOTEL & CLUB

**QUEEN & COUNTRY STAYCATION
...PLATINUM EDITION COMING SOON!**

**2-NIGHTS,
2-MICHELIN
EXPERIENCES**

**2 ROYAL
ADDRESSES**

**BEHIND THE
SCENES TOURS &
PERSONALISED
GIFTS**

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BARNETT HILL SENSE OF PLACE

**A TASTE OF THE SURREY HILLS &
FALL FOR THE SURREY HILLS**

**1 OR 2 NIGHT
EXPERIENCES**

**LOCAL
PRODUCE
LOCAL GIFTS**

**E-BIKE HIRE
(2022)
AUTUMN PICNICS**

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CREATING DESIRE



CORNERSTONE ACTIVATIONS

Follow me...

Our '72 Hours In' itineraries are designed to bring you the best from your staycation with us in the glorious Home Counties of England.

From vineyard tours to tennis lessons, our '72 Hours in the British Summertime' guide brings you our insider knowledge of the beautiful British countryside and all it has to offer.

OUR FOODIE FORAYS

DAY 1: THE GREAT FOSTERS ESTATE

With so much to see and do at The Estate itself, we heartily recommend spending the afternoon in our very own gardens. Our Head Gardener will happily take a stroll with you and show you particular points of interest - such as our bee hives, pigs & kitchen garden, Saxon moat and more.

If you have the time, why not book a private bee-keeping experience, and take some Great Fosters honey home.

Enjoy a Michelin-starred gastronomic journey in our beautiful fine dining restaurant, Tony Parkin at The Tudor Room - and expect a few surprises during the course of the night!

DAY 2: BARNETT HILL, THE SURREY HILLS

Follow SatNav to Barnett Hill and head cross-country, taking in some of the beautiful chocolate-box villages that are scattered across Surrey. The journey will take around 45 minutes.

72 HOURS IN...



SUGGESTED ITINERARIES

BARNETT HILL Continued...

Once you reach Barnett Hill, check in, take in the beautiful surroundings and head off to Silent Pool, the famous boutique gin distillery, which is just a 10 minute cab ride or a 40 minute walk from the hotel. Tours of the Distillery start at 2pm and depending on the rate you have booked, may be included in your package.

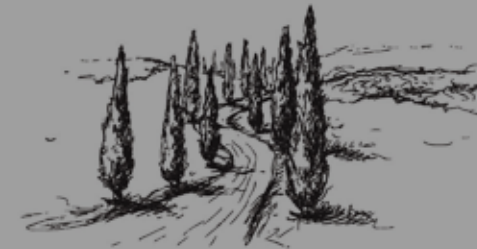
There are many beautiful country pubs around Barnett Hill, and en route from Silent Pool back to the hotel is The Percy Arms. Let them know you're staying with us for a glass of fizz with your lunch.

Take supper in our 2-rosette The Oak Room, with cuisine from Head Chef Jose Graziosi - and you can try some Silent Pool cocktails too!

DAY 3: ALEXANDER HOUSE

Another particularly lovely cross-country drive awaits you to Alexander House, crossing over to Sussex (approximately 45 minutes). Why not pop into Norbury Park Farm en route, and find out how they make their famous Norbury Blue & Dirty Vicar cheeses (and try some of course!). Once you reach Alexander House, take some time in the Spa or venture out to the Kingscote Vineyard (a 10 minute cab ride). Enjoy a tour of the vineyard and you can take lunch there too.

A walk through the charming countryside back to Alexander House will take around 35 minutes and is well worth it. When back at Alexander,



HOLIDAYING AT HOME

INCREASING LOS,
SPREADING WEEKEND
DEMAND

INVESTMENT IN
ACTIVATION AREAS

PERSONALISATION -
BESPOKE GIFTS ETC

DRIVING INTEREST IN
LOCAL SERVICES

ADAPTING OUR
OFFERINGS FOR
LONGER STAYS

CREATING BRAND
PARTNERSHIP
OPPORTUNITIES

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A breakfast table set on a round, reflective table in a hotel room. The table is laden with a variety of breakfast items: a stack of pancakes topped with berries and chocolate, a plate of eggs and bacon, a glass of orange juice, a teapot, and a basket of croissants. In the background, a white bathtub is visible, along with a window showing a view of greenery and a vase of white flowers.

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