

CAMPAIGN LAUNCHED AS MORE AND MORE BRITONS WANT A GREAT BRITISH STAYCATION JUNE 2017

The staycation campaign launched by Squire Hotels' hotel in the Lake District, The Hydro, comes following a recent poll which showed 55 per cent* of people are opting to take a British holiday whilst 83 per cent** of Britons wanted to visit more iconic areas and landmarks around the UK.

SQUIRE HOTELS

The hotel's staycation campaign comes at an ideal time following the recent announcement by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) that the Lake District has officially been awarded World Heritage site status, joining the likes of the Grand Canyon, Taj Mahal and Machu Picchu.

Jodi Masterson, director of operations at Squire Hotels said: "There are hundreds of historical villages around the UK packed with hidden gems and with delays at airports common and the constant fluctuation of the British pound it's no wonder people are opting for a holiday a bit closer to home."

"Finding the costs for a fun packed holiday abroad can often be tough, as can planning time off from work for a long getaway so it made a lot of sense for us to create packages that can be enjoyed at an affordable price with inclusions of what you would expect to see when holidaying abroad."

The Hydro, which overlooks Lake Windermere, is offering a choice of two packages; a family-of-four package and an adults-only package, both of which include three and five night stays, breakfast each morning, lunch and a three course meal each day along with snacks, drinks, complimentary parking and Wi-Fi throughout.

The Hydro has recently reopened following a major £1.5m first-phase renovation which saw refurbishments made to its ground floor including, reception, bar and restaurant areas as well as a number of bedrooms.

www.squirehotels.co.uk