

INTRODUCING PoB HOTELS:  
THE VERY BEST INDEPENDENT HOTELS ACROSS THE BRITISH ISLES

PoB  
HOTELS



## Prepare to be pampered with the launch of PoB Hotels, the finest places to stay across the British Isles

(7<sup>th</sup> February 2023) PoB Hotels launches today as a collection of carefully curated rooms, the finest restaurants and spas, and the most authentic regional experiences across the British Isles. Formerly known as Pride of Britain Hotels, the new PoB Hotels marks a shift towards an entirely new brand, personality and ethos under CEO Kalindi Juneja.

PoB Hotels will encompass relaxed, modern luxury and continue to showcase a range of independent hotels dotted around the British Isles which keep inspiring guests to discover new hotel experiences that are Pampering, Outstanding and British.

From castles brimming with northern charm to seafront lodges sitting along the southern coast, PoB Hotels celebrates the personality and characterful spirit that is the essence of these small, independent hotels.

Kalindi Juneja, CEO of PoB Hotels, comments: *“It’s an exciting new era for PoB Hotels as the evolution of our iconic British brand has already brought us new hotel members and is attracting new guests. Britons want to spend more time enjoying the incredible experiences on offer within the British Isles and we will be showcasing the finest privately-owned hotels, restaurants and spas available.*

The foundations of the new PoB Hotels brand lie in inspiration, information, and individuality, helping guests to develop a sense of place and opening the door to authentic British hotel experiences. Information is an integral pillar to the PoB Hotels brand, ensuring that through effortless, intuitive messaging, guests will be able to embark on their new experiences with ease. Individuality is also a key aspect, all member hotels are independently owned or run, celebrating their own uniqueness, and forming a diverse collection in every sense.

The new PoB Hotels logo is an important symbol and identifier of the brand. The primary logo colour is charcoal, offering a strong contrast to the secondary logo colour of white, whilst creating an elegant, refined, and modern impression. PoB Hotels’ secondary colour palette is a celebration of British nostalgia with a sense of familiarity, warmth and connection to culture and place, including shades such as: Heather, English Rose, Crown Jewel, Custard Cream and Green Apple.

A defining purpose of the PoB Hotels brand is to “Open the door to inspiration”. Think of PoB Hotels as the key and each hotel as a door to new experiences. Each completely unique. Each hand-picked. Each the Pride of Britain. The doorways convey intrigue and individuality, aiming to inspire current and potential guests to visit a PoB Hotel.

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In line with the new brand, PoB Hotels is launching a new website that is centred around the guest experience. The new website has a significant focus on the regions across the UK and the Channel Islands. Other features include 'The Handle' - PoB Hotels new online magazine, an intelligent search bar, and a mystery door for guests who want a surprise element to their next British holiday. PoB Hotels will relaunch all social media channels - Instagram, Twitter, LinkedIn, Pinterest and Facebook - under the new name. The brand has also launched on TikTok to interest guests through creative content and videos.

The rebrand also unveils the highly anticipated PoB hotels gift vouchers. Gift vouchers can be personalised and purchased as a luxury gift pack including a reusable travel bag, a copy of The Directory book and a stylish gift wallet. For an instant gift, the voucher can be sent digitally presenting the perfect opportunity for guests to give the gift of luxury to their loved ones. Each gift voucher can be redeemed at any of the hotels across the British Isles.

PoB Hotels will also launch The Collection, a beautiful coffee-table style book that can be read and enjoyed over and over again. With exciting themes for each annual edition, these make the ideal collectors' volumes for travel inspiration. The first one will be focused on 'Walk on the Wild Side', with engaging articles on topics that include wild swimming, foraging and living the "5 to 9" lifestyle. In line with the brand's sustainability efforts, The Collection has been produced using vegetable-based inks, water-based coatings and carbon balanced paper from sustainable and responsibly managed forests. The print process has been tailored to minimise any environmental impact and aligned to the environmental standard of ISO 14001, as well as being FSC and PEFC certified. As part of The Collection's printing process, an additional donation has also been made to the World Land Trust, offsetting the impact of production and distribution.

PoB Hotels is committed to responsible travel and the importance of sustainable practices across its hotels and has partnered with EarthCheck, the world's leading scientific benchmarking, certification, and advisory group for travel and tourism - to develop environmental good practice and certification for hotel members, and company-wide regenerative practices. Within year the brand has achieved bronze certification for the PoB Hotels entity and 25% of the member hoteliers have signed up to EarthCheck. A further 8% hotels are in discussion with EarthCheck and 10% of hotels have embarked on the path to guided sustainability certification with other bodies such as Green Key. PoB Hotels organise several sustainability forums and webinars to raise awareness on the topic and have ambitious plans for year two.

In 2023 they are working towards developing a plan with key Sustainable Development Goals that PoB Hotels will champion with an aim towards silver certification with EarthCheck. Sue Williams, General Manager of Whatley Manor has been elected their sustainability brand ambassador and guide and PoB Hotels is aiming to have more members embark on becoming carbon responsible. There will be annual surveys to assess progress of the membership, an important step in their ongoing commitment to sustainability and a way to promote the importance of sustainable practices across the hotels.

*Kalindi Juneja added: "PoB Hotels will be inspiring guests through stories on our new website, via social media, and through our gift range and highlighting how guests can experience the very best that Britain has to offer. For those that want to embark on new experiences, celebrate the heritage and provenance of the British Isles, and discover characterful independent hotels through responsible travel then PoB Hotels will provide the answers."*

*Our existing guests will continue to see the familiar sense of our passion to serve. We have taken time to assess what our guests love about us so we can amplify that whilst also looking at what we can improve. The new PoB Hotels look is clean, fresh, and more reflective of what the membership has evolved into."*

[pobhotels.com](http://pobhotels.com)

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**Notes to the Editors:**

### **PoB HOTELS – OPEN THE DOOR TO INSPIRATION**

From castles brimming with northern charm to seafront lodges sitting along the southern coast, you'll find our collection of the finest independent hotels dotted all over the British Isles. We have carefully curated the most luxurious rooms, the finest restaurants and the most decadent spas. Think of PoB Hotels as the key and each one of our hotels as a door to new experiences. Each completely unique. Each hand-picked by us. Each the Pride of Britain.

*Note from Kalindi Juneja, Chief Executive:* It all began in 1982, when a group of passionate hoteliers joined forces to create an iconic British hotel collection. Led by then-Industry Titan, Gerald Milsom, these hoteliers were driven by all things hospitality, quality, and creating happy moments for guests. The beauty of the collection then and now remains the celebration of individuality and championing the independent spirit of our hotels. For over 40 years we have followed our inventive spirit and enthusiasm for authentic British adventures. Today, our collection includes distinct hotels across the UK and Channel Islands.

Our hand-picked hotels offer varied destinations for you to choose from. PoB Hotels vouchers make the perfect gift as they can be redeemed for an unforgettable stay, delightful dining, or an inspiring experience at any of our hotels. You can peruse "The Handle", our online magazine for inspiration on travel and much more.