

THE ICONIC PRESTONFIELD HOUSE, EDINBURGH AND THE REIMAGINED CROMLIX, DUNBLANE BECOME NEW MEMBERS OF PoB HOTELS



*(13 February 2023) PoB Hotels, a collection of the very best independent hotels across the British Isles, announces two new members, Prestonfield House and Cromlix in Scotland. These additions will expand PoB Hotels' offering of carefully curated rooms, the finest restaurants and spas, and the most authentic regional experiences.*

Prestonfield House and Cromlix reflect the values of PoB Hotels, showcasing the collection's vision to represent the very best in British hospitality, reflected through passionate, independent ownership, award-winning and exceptional dining experiences, as well as undeniable British charm. Both hotels combine heritage and individuality to provide guests with a sense of place. Expanding its offering in Scotland, PoB Hotels invites guests to relax during a secluded retreat or a city escape at Prestonfield House based just minutes from the centre of Edinburgh, and Cromlix in the very heart of the Perthshire countryside.

While Prestonfield House is owned by hospitality doyen, James Thomson, at Cromlix, Andy and Kim Murray continue to drive the development of the hotel, which is currently undergoing an extensive refurbishment project to create the perfect mix of indulgence, comfort and vibrant elegance for future guests.

#### Prestonfield House

Opulence, theatre and luxury are combined in this unique hotel in one of Edinburgh's finest historic buildings. Just five minutes from the city's historic centre, James Thomson's Prestonfield House is the city's most exclusive luxury hotel, offering the privacy and seclusion of a country estate right in the heart of Edinburgh.

Situated within 20 acres of exquisite gardens and located next to the stunning Arthur's Seat, open the doors to Prestonfield House with its 23 unique rooms and distinguished heritage. Rhubarb, is the most recent of James Thomson's destination restaurants and the most opulent to date. Wickedly rich and dramatic, the stylish and glamorous Rhubarb restaurant occupies the grand regency rooms at the heart of the hotel.

#### Cromlix

Privately-owned by the renowned Scottish tennis player Andy Murray and his wife Kim, Cromlix is a Victorian Perthshire mansion full of charm, homely touches and a place to be inspired by nature and wellness. Situated in beautiful countryside, just three miles from Dunblane, Cromlix is set in 34 acres of secluded woodlands and garden grounds, complete with its own chapel and Loch.

This year, Cromlix will be reopening on 21<sup>st</sup> March following major rework, including a large refurbishment and new branding, with a new website to match. Transformed into a five-star destination comprising of 15 luxury bedrooms and a Gate Lodge, the hotel offers guests the chance to experience the decadent lifestyle once enjoyed by the Lairds of Cromlix, redefined for the 21<sup>st</sup> century by sumptuous surroundings and impeccable yet discreet service.

**Kalindi Juneja, CEO of PoB Hotels,** comments: *"We are thrilled to welcome Cromlix and Prestonfield House into PoB Hotels, expanding our collection of independent hotels in Scotland. The essence of PoB Hotels is built on its British heritage, honouring provenance and sincere, authentic service, all qualities that these hotels depict. Scotland is always a key destination for our guests, so we are delighted to bring these new experiences to them."*

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**James Thomson OBE, Owner of Prestonfield House,** says: *“As a small, independently run hotel in the heart of Edinburgh we feel that PoB Hotels perfectly reflects our values here at Prestonfield House. We are delighted to be part of this collection of the finest luxury hotels and look forward to working together with Kalindi and the PoB Hotels team.”*

**Barry Makin, General Manager of Cromlix,** mentions: *“We are making lots of changes at Cromlix this year, and joining PoB Hotels is another exciting, new development for us. We share the values of the PoB Hotels brand and are proud to be joining such an illustrious list of hotels within the collection.”*

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Room rates for Prestonfield House start from £375 and include breakfast. For more information, please visit <https://pobhotels.com/hotel/prestonfield/>

Room rates at Cromlix start from £310 per night, including breakfast. For more information, please visit: <https://pobhotels.com/hotel/cromlix-hotel/>

#### Notes to Editors:

#### 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.

PoB Hotels is committed to responsible travel and the importance of sustainable practices across our collection of the finest hotels in the British Isles. PoB Hotels 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. This is an important step in our ongoing commitment to sustainability and a way to promote the importance of sustainable practices across our hotels. The independent hotels are on their individual journey to create positive impact within their respective communities featuring issues of social, economic and sustainable scope.

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, a delightful meal, or an inspiring experience at any of our hotels. You can peruse “The Handle”, our online magazine for inspiration on travel and much more.