

**Date:** 3 June 2013

## **Harrogate hotelier swoops with Balmoral acquisition**



The Balmoral Hotel in Harrogate has been acquired by a team led by former Hotel Du Vin hotelier Nick Lawson and backed with significant private investment.

The 23-bedroom four-star hotel is situated in a building that was originally three townhouses dating back to 1841. The property was converted into a luxury hotel in the 1970s by a former chef to the royal family and has operated as a hotel and restaurant for over 30 years.

The freehold of the hotel situated close to the International Centre on King's Road was acquired for an undisclosed sum from HRH Group Ltd. The business has remained open during the transition and continues to trade for leisure and business guests and as a private event venue. Although already rated as four AA stars, its rooms and bar areas are expected to be completely refurbished over the coming months.

Nick Lawson (35), an experienced hotel executive with over a dozen years' experience with Malmaison and Radisson Edwardian Hotels, aims to launch a number of contemporary high quality townhouse hotels under the Bonne Nuit brand.

"The Balmoral is a great property with fantastic potential as a destination hotel venue in Harrogate. Over the years it has seen significant investment and with some TLC and fresh thinking, it is going to become a very special place to eat, drink, socialise and stay," said Nick Lawson.



media relations and profile

“When the Balmoral was first launched in the ‘70s it was all about great food, top notch service and a fantastic historic setting. We’re going to refresh that approach and once again make the hotel one of Harrogate’s top eating and drinking venues offering unique products delivered by knowledgeable, genuinely hospitable staff.

“The property has a great bar and restaurant area and gardens that we are already starting to use for events, weddings and private functions ahead of the extensive redesign later in the year. The restaurant is currently only open for private events, but we have reopened the bar to residents and locals and we’re getting great feedback.

“We have some big investments to make into the building and the rooms but great quality food and drink will be the core of what we offer when we finalise plans and redesign the bar and dining areas later in the summer.

“Right now, the priorities are to bring a high quality and service focus to the management of the hotel and look after our guests really well as we plan the investment,” he added.

<ends>

**Photography:** (L to R) Balmoral Hotel deputy general manager Steve Hopkins and director Nick Lawson celebrate the acquisition

For further press information, please contact:

Paul Snape on (01423) 56 99 99 or [paul@appealpr.com](mailto:paul@appealpr.com)

Website: [www.appealpr.com](http://www.appealpr.com)

LinkedIn: <http://uk.linkedin.com/in/psnape>

Twitter: [@Snapester](https://twitter.com/Snapester)