



May 17, 2010

MEDIA INFORMATION

For all media enquiries please contact Antonia Lamont on 07974 421665 or email antonia@lamont-pr.co.uk or Lydia Whitfield at Lamont PR on 01443 665880 / 07977 477216 or lydia@lamont-pr.co.uk. For enquiries about the Vale Resort, contact Marketing Manager Stephanie Metson on 01443 667731 or smetson@vale-hotel.com

Images for press use can be found at www.vale-hotel.com/media

Avoid flight cancellations by staycationing at the uk's top family-friendly hotel

With volcanic ash disturbances predicted to disrupt throughout the summer and rumours that the season is set to be a scorcher, holidaying at home in Wales has never seemed more appealing.

The Vale Resort, recently named the UK's Best Large Family Friendly Hotel at the Hotel Excellence Awards 2010, is the perfect place to stay put or as a base to explore South Wales. The Resort has also just received maximum points in an AA 4* hotel review – making it Wales' highest rated 4* hotel.

With the added incentive of free children's stays and dinners with paying adults this summer, the Resort in Hensol, near Cardiff, is just 15 minutes away from the Welsh capital, while beautiful beaches, the highlight of any memorable childhood holiday,

are just twenty minutes away, or simply enjoy the four-star luxury resort's superior facilities and all it has to offer. Why waste precious downtime on jetlag?

The Vale Resort has everything you need on-site to keep your family entertained from two championship golf courses to first class leisure facilities, Wales' largest spa and a variety of local leisure and adventure activities.

The Resort's ever-popular Children's Summer Camps offer days packed with activities from football, face painting and bouncy castles to sumo wrestling and street dance. Well-supervised activities run from 8.30am to 4.30pm on weekdays and are available at a daily rate to hotel residents, but places are limited.

So, while you enjoy a dip in the 20m pool or indulge in a luxurious treatment at the Vale Spa, leave your little ones in the safe hands of our trained and NNEB qualified staff to enjoy activities from tennis to movies, arts and crafts and Playstation games.

The £50m Vale Resort was also recently awarded two AA rosette awards for its restaurants, and has always put families high on the agenda. The Resort is entirely child-friendly, allowing the whole family to dine in any of the restaurants and snack bars with early sittings and special children's menus to choose from.

On being named the UK's Best Large Family Friendly Hotel for this year, Ben Danielsen, General Manager of the Vale Resort said: "We are delighted to have achieved this independent benchmark from the industry in recognition of the genuine focus and priority we place on family friendly holidays and short breaks.

"Our location, along with a range of facilities for sports and leisure including a large indoor pool, golf, tennis, squash, on-site nursery and crèche plus junior activities centre allows us to create great packages for families throughout the year to ensure children, Mums and Dads alike have all they need for a perfect stay."

Located in a peaceful, rural setting the Vale Resort is within easy reach of the beautiful Gower coastline as well as the stunning scenery of the Brecon Beacons

National Park. The Resort boasts bigger bedrooms than most competitors and offers flexible family sleeping arrangements.

A 2 night family summer break at the Vale Resort includes:

- Luxury family accommodation
- Up to 2 children (under 16) stay FREE in your family room
- Full Welsh breakfast
- FREE main meal for under 12's (from the children's menu) with every adult dining in the Vale Grill.
- Goody bag for each child (under 6)
- Full use of extensive leisure facilities
- FREE parking

FROM £189* per room for 2 nights

*Terms and conditions apply

For summer family breaks in Wales call +44 (0)1443 667806/7/8 or book through the Vale's recently revamped website: www.vale-hotel.com. Press images are also available to download at www.vale-hotel.com/media.html

To arrange a journalist review of the break, please contact Lydia at Lamont PR