



THE GORING IS NAMED AA HOTEL OF THE YEAR, LONDON

(27 September 2017):

On Monday evening, in the presence of the cream of the hotel and restaurant industry, The Goring added a top accolade to its ever-growing collection: **AA Hotel of the Year 2017, London.**

An AA Hotel Inspector said: "The Goring is an icon of British hospitality with exemplary customer care."

The Goring is the only 5* luxury hotel in London that is still owned and run by the family that built it. Opened by Jeremy Goring's great grandfather in March 1910, The Goring (5 stars, 1 Michelin Star) is deep in the heart of Belgravia, behind Buckingham Palace. The hotel was granted a Royal Warrant by HM The Queen in 2013.

Over the past few years, in a constant and thoughtful re-investment programme, the hotel's interiors have been reinvigorated with great style and panache, to elevate the hotel from luxury to ultra-luxury. Jeremy Goring has commissioned some of the country's top designers - David Linley, Nina Campbell, Tim Gosling and Russell Sage – to carry out a top-to-toe renovation of his family's hotel,

from the ground floor lobby to every one of its 69 impeccably English rooms and suites. Even the large private garden has been re-landscaped. The hotel's sumptuous private rooms have recently been splendidly refurbished with hand painted wallpaper and bespoke furniture - as has the lobby. The Dining Room serves delicious British food, and was awarded a Michelin star two years ago.

Jeremy Goring said:

"This is a great honour and it's all down to our staff who are, in my view, the best in London. They deliver consistently excellent, engaging and responsive service to our guests, often with a dash of humour and always with discretion. Led by our Hotel Manager, Stuart Geddes, our people are what makes The Goring, The Goring!"

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Press contact: Mango PR | Tel: 020 7421 2500

Lucinda.buxton@mangopr.com | lottie.crease@mangopr.com

Notes to editors

The Goring was opened by Otto Goring in 1910. It is now the only five-star hotel in London that is owned and run by the family that built it. Jeremy Goring is the fourth Goring to run The Goring since his great-grandfather opened it. Deep in the heart of Belgravia, just behind Buckingham Palace, The Goring is within strolling distance of the Royal Parks and the best shops, theatres and galleries in town. In 2015, The Goring completed a top-to-toe renovation, in time for its 105th birthday on 2 March 2015. Contemporary design and innovation now combine seamlessly with the charm and elegance of British heritage. Above all, The Goring reflects one family's passion for quality – whose members have prided themselves on providing comfort, good food and drink and faultless, individual service, for over a hundred years. In January 2013 The Goring was granted a Royal Warrant of appointment to HM The Queen for Hospitality Services.

The AA Hospitality Awards, now in their 20th year, celebrate the UK's top hotels, restaurants, and pubs and the people behind them. It also marks the release of the 2018 editions of the AA's range of lifestyle guides; the AA Hotel Guide and AA Best Restaurants Guide. The AA Hotel of the Year Award introduced in 1992 is the AA's ultimate accolade for hotels in the UK. It is awarded to hotels that are recognised as being outstanding examples in their particular market. From the small family-run hotel to the most ambitious commercial ventures, hotels of every size and style are potential winners. Previous winners of The AA Hotel of the Year Award, London include The Savoy, The Connaught and Duke's.