

HHA MAY 2014

## HERTFORDSHIRE HOTELIERS ASSOCIATION

The Hertfordshire Hoteliers Association was formed in 2007 to promote the diversity of places to stay in the county and the many attractions available to visitors. The association represents a collection of branded and privately-owned hotels offering an array of styles to appeal to all kinds of travellers and ranging from modern and trendy full-service establishments to boutique city-centre properties and historic country-house venues set in landscaped gardens.

Collectively, it offers more than 2,000 guest bedrooms and more than 100 flexible conference, meeting and event rooms. Active member units stretch from Watford to Stevenage and from Markyate to Ware. With a commitment to promote business and leisure tourism across Hertfordshire, the group participates in local and national marketing initiatives, meets regularly to discuss best practice and ensure standards are maintained, and offers an excellent range of benefits to members.

Current chairman Richard Marrett, general manager of St Michael's Manor Hotel in St Albans, says: "Hertfordshire has great potential as a destination and while our industry has always faced challenge, HHA members believe strongly that working together creates opportunities that might otherwise pass us by.

"The association is working hard collectively to place member hotels in a position of strength as we look forward to the opportunities that will present themselves as the economy recovers, the advantages sink in of being close to but not in London and top group attractions such as the World of Harry Potter and Butterfly World and other leisure and business developments open up in our region."

Reflecting the growth in tourism in Hertfordshire, the association is now extending its reach to include a category for associate members drawn from all sectors of the hospitality industry in the county, including tourist attractions, service providers and small businesses.

The expansion is an important move for the association as the hospitality industry continues to expand. Mr Marrett adds: "The HHA is playing its part by promoting our county's wealth of

choice in places for visitors to stay, helping to ensure best practice is followed and member hotels are kept up to date with industry developments so they can offer their clients the best possible product.

“To complete that picture, it makes sense to bring in as many other industry members as we can. With associate members on board, we can promote Hertfordshire even more than we have been doing, develop local working partnerships and develop a budget to promote county tourism within and without.”

Associate membership of the HHA is open to tourist attractions, service providers, local food and drink suppliers in and near Hertfordshire, wedding, conference and event venues, golf and sports clubs, and the education sector.

Ends