

# Spotlight on

## Ibis London Elstree-Borehamwood



In the latest of our Spotlight articles featuring members of the Hertfordshire Hoteliers Association, we take a look at the **Ibis London Elstree-Borehamwood** – and give details of a special offer for our readers.



**Raman Julka has a lot to be proud of. As general manager of the Ibis London Elstree-Borehamwood, he has charge of a fairly new hotel in a busy market with what he regards as a high-quality product to sell and plenty of competition to keep him on his toes.**

The Ibis is part of the highly-regarded international Accor group and Mr Julka, a former Accor Manager of the Year, is quick to list the advantages of the association. His chief selling point is his key location, across the road from various glamorous potential customers including Elstree Studios and the BBC Elstree Centre but only 20 minutes by train from King's Cross/St Pancras - hence the 'London' part of the hotel's name.

The proximity of the film and TV production facilities gives the hotel the added frisson of a connection with celebrities - customers are becoming accustomed to rubbing shoulders with characters from, for example, East Enders, Big Brother or



Who Wants To Be a Millionaire? It makes for an informal atmosphere, and the hotel's catering lives up to it by making it possible for guests to pop in for a breakfast catch-up or mid-morning coffee - even a good-value dinner in the evening.

Like other Hertfordshire Hoteliers Association members, Mr Julka is highlighting the advantages of eating out in hotels, which often employ top chefs, have pleasant surroundings and usually make a wide range of food available. His property welcomes non-residents and the food offer ranges across breakfast, bar meals and an extensive restaurant menu, while hot snacks are available 24/7.

The buffet breakfast is available from 4am until noon, a time span that has proved particularly popular with non-residents, especially those from the studios. Bar meals offer a selection of starters, main courses such as chilli con carne or chicken penne pasta, sandwiches, jacket potatoes and desserts, along with an extensive drinks line-up.

The main menu backs all this with a wide choice of starters; pasta, risotto and salads; grills, and desserts. There is also a 'Cafe Favourites' section featuring the likes of chicken kebabs, chicken tikka masala, Malaysian beef rending or a fish plate with salmon, tuna and red snapper.

Says Mr Julka: "Here in Elstree we have a key location and 122 modern good-value bedrooms from £49 a night in a building just three years old. Potential for the area is very good and we are building market share rapidly but competition has grown

The Ibis London Elstree-Borehamwood Hotel, a member of the Hertfordshire Hoteliers Association, has two special offers between now and March 31 for readers taking along this coupon. Readers staying at the property will be offered a free full English breakfast, and there is a two-for-one deal on lunches or dinners for residents and non-residents alike. The offers are available for multiple visits, but you must take the voucher with you each time you go. Photocopies are not valid.



## FREE full English breakfast

Valid at the Ibis London Elstree-Borehamwood Hotel until March 31, 2011. Terms and conditions apply.

## 2 for 1 on lunch or dinner

Valid at the Ibis London Elstree-Borehamwood Hotel until March 31, 2011. Terms and conditions apply.