

Edinburgh hotel reports increase in UK business



Best Western Bruntsfield Hotel

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Concerned tourism chiefs had hoped that the poor performance of the pound in mainland Europe would encourage UK holidaymakers to stay at home. The Best Western Bruntsfield [Hotel in Edinburgh](#) can confirm this has indeed been the case. The hotel is delighted to report a rise of 8% in UK leisure business for the first quarter of 2009.



Managing Director, Russell Imrie said, "We are extremely pleased by these results in a difficult trading environment. We have devoted time and resources into Internet marketing and, because we are confident of the quality of our hotel, we actively encourage guests to review the hotel on customer review websites. An

example of this is the positive reviews on TripAdvisor resulting in The Bruntsfield being ranked 10th out of 142 [Edinburgh hotels](#) listed on [TripAdvisor](#). There is no doubt this kind of exposure pays off."

"In addition, customers trust the Best Western brand and in times of economic uncertainty, want a reliable mid-market product that will give quality, excellent service and value for money. Our membership of Best Western continues to be valuable with 55% of our business coming through this channel."

Holidaying in the UK may be a popular choice for British residents this year but it is also very attractive for Euro and Dollar customers for whom it appears excellent value. The demand for [Edinburgh breaks](#) (weekend breaks and city breaks) has also increased and The Bruntsfield is pleased to report that overall revenue is up 9% for the year ending 2009.



Another area in which The Bruntsfield has been successful is its restaurant. Traditionally hotels have difficulty encouraging guests to dine 'at home' and locals can be reluctant to use hotel restaurants. Bisque Bar & Brasserie, adjacent to The Bruntsfield and marketed separately, welcomes 25% of the hotel guests for dinner and is popular with local clientele and visitors to the Bruntsfield and Morningside areas.

Bisque is quickly making a name for itself as a stylish [Edinburgh restaurant](#) with all day menu offering fresh local produce, in addition to Scottish inspired lunch and dinner menus. It also provides a flexible option which is extremely popular and great value for money.

The Bruntsfield Hotel has 67 rooms, conference and wedding facilities. It is five minutes from the city centre with its own parking.

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