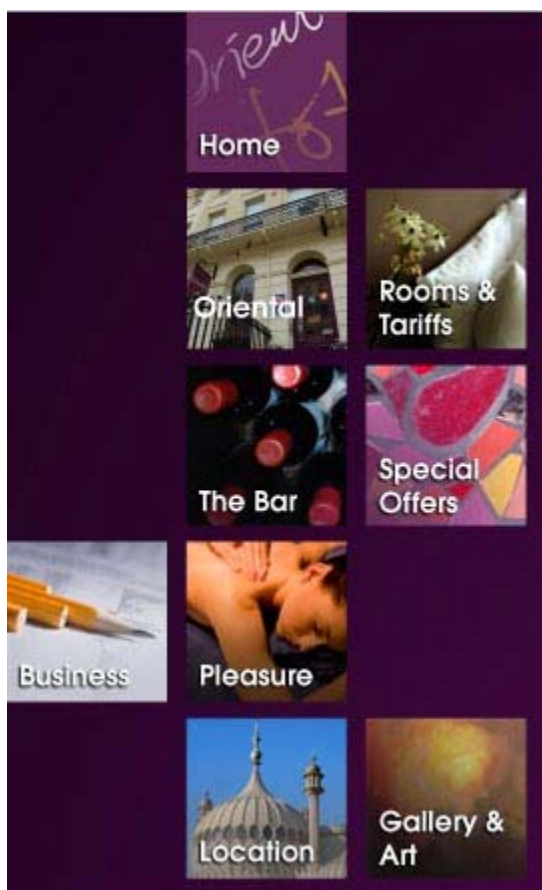


# Travel Experts Award Top Marks To Brighton Boutique Hotel

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London, 22 April, 2010: Acknowledging the service, location and design of The Oriental in Brighton, international travel experts Lonely Planet have issued a glowing review of this unique Brighton boutique hotel. From its origins as the notorious "Brighton Belle" nightclub, the hotel has long been considered as somewhat characteristic of the Brighton scene, and the venue - owned and frequented by locals - offers a true reflection of that certain Brighton charm.

While The Oriental terms its style as "shabby chic luxury", the Lonely Planet review describes it much more pragmatically as "an excellent choice" and "a fantastic deal" indicating that the transformation from nightclub to renowned hotel has been successfully achieved over

a mere matter of years. Apart from representing an unbeatable deal for weekend breaks, the hotel is an even more affordable option midweek, as bookings from Sunday through to Thursday attract serious savings with a range of discount offers available online.

Lonely Planet, one of the world's largest travel guidebook and digital media publishers, writes that The Oriental combines Italian fittings

with sleek modern furnishings and antique-style pieces to create comfortable, tasteful and well-lit rooms. The review covers elements as diverse as the stylishly modern rooms, prime seafront location and the "very hip, cosy bar downstairs." The organic breakfast also rates a special mention, and not only because it's mouth-watering and sourced locally (or with fair trade products stocked where possible), with vegetarian and vegan options available as well. Breakfast time at The Oriental can consist either of a full Sussex cooked breakfast or muesli, fresh fruit and yoghurt.

To stand out amongst the crowd is especially a commendable feat in this British seaside town, for when it



comes to [boutique hotels Brighton](#) has somewhat of a unique reputation for creativity and charm. The Oriental manages to expertly blend Brighton vibes with unpretentious luxury, and really hits the mark with its relaxed attitude and lifestyle hotel trimmings.

**About The Oriental, Brighton:** A boutique hotel that offers that extra special something for its guests, The Oriental is a venue and attraction that has been linked closely with Brighton's underground music scene over the years, and its time as the "Brighton Belle" nightclub has made it synonymous with DJs of the likes of Norman Cook and Boy George. The hotel project was originally the brainchild of one of Brighton's more successful bar owners and entrepreneurs, and is one of the premier [boutique hotels in Brighton](#). The AA 4 \* Highly Commended Grade II\* Listed venue is also catered for business travellers and is ideal for accommodation close to the Brighton Conference centre or the site for a quarterly business strategy meeting.

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