

The Return of the Great British Beer Festival



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Cut-rate London hotels announced close to host venue at Earl's Court.

July 12, 2012, 6:50 am -- [/EPR NETWORK/](#) -- This August sees the return of the Great British Beer Festival to the Olympia in West London. Over 700 real ales, ciders and beers from across the world will pass the lips of around 66,000 people.

The festival is renowned for attracting some of the UK's most hardcore hop fanciers. Tutored tastings are available for amateurs seeking to expand their knowledge of the subtle difference between brews. And the casual drinker who simply wants a fun weekend can try their hand at the pub games on offer. Soaking up the amber nectar will be some stellar versions of traditional pub snacks.

The Great British Beer Festival runs from 7 th -11 th August. Providing cheap accommodation close to the Olympia is LondonTown.com. The website has partnered with a number of [London hotels](#) in the area to offer significant discounts on selected rooms.

The [Henley House Hotel London](#) is one of the hotels participating in the deal. Located near Earl's Court tube, Henley House is less than twenty minutes walk from the Great British Beer Festival, and is offering a double room for £108 – a 50% discount on the usual rate. This hotel gets an 81% approval rating from **LondonTown.com** customers.

Even closer to the venue is the four-star [Simply Rooms and Suites Hotel](#) which, for the duration of the festival, is offering rooms for just £117 per night – a 12% reduction. The hotel is less than five minutes

walk from the Olympia. For more London hotels in the area, and to find out more information on the Great British Beer Festival 2012, visit the LondonTown.com website.

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