

Spotlight

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Hertfordshire
Hoteliers
Association

**Holiday Inn
Luton South**



Green fields and the gentle hills along the Hertfordshire border provide a relaxing setting for the *Holiday Inn Luton South* at Markyate, which is developing its leisure product alongside a successful meetings and events business. The recent reintroduction of Sunday lunch is one element being overseen by general manager Kevin Fraser at the property, a member of the Hertfordshire Hoteliers Association and enthusiastic backer of the group's campaign to draw more people into hotel restaurants when looking for somewhere to eat out. New and extended menus from executive head chef Kenny Bruce-Russell are another part of the development. As Mr. Fraser explains: "We are part of the worldwide Inter-Continental Hotels Group, which sets high standards for everything we do in looking after our guests. At *Luton South*, we have the added advantages of employing local staff, many of whom have been with us for years, and of having built up a successful relationship with the local corporate market. "We are a home from home for many of these clients with good repeat business and we are fortunate to have

built up a good relationship thanks to our conference facilities and running regular promotions involving the leisure club and our dining offer – themed buffets for example." Dining out at the *Holiday Inn* takes place in the modern, contemporary brasserie-style Borders Restaurant, which serves breakfast, lunch and dinner and offers à la carte and carvery menus in a relaxed, informal atmosphere. The ground-floor restaurant seats up to 100 guests at any one time, with an average three-course meal costing from £25 per person. The Sunday lunch costs £13.95 for three courses, with the roast carved at the table for parties of six or more. Chef Bruce-Russell's (Kenny) menus typically feature main courses such as oven-baked chicken supreme, slow-roast shoulder of lamb, chicken in red wine sauce, poached salmon with prawns or steak, ale and mushroom pie. Starters can include pear and walnut salad, goat's cheese bruschetta, seared tuna Nicoise salad or asparagus spears wrapped in Parma ham, while puddings can range from individual apple and berry crumble and traditional bread and butter pudding to chocolate and black cherry torte and



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white chocolate and blueberry cheesecake. Other features of the *Holiday Inn* include packages featuring Whipsnade animal park, which is just down the road, and weekend breaks including dinner on the first night or on a half-board basis for guests exploring the local countryside. There is also an extensive on-site health and fitness centre with indoor swimming pool, Jacuzzi, sauna, steam room, two fully-equipped gyms and a beauty therapist. Treatments available include waxing, make-up, eye treatments, holistic therapy and massage. For guests on the move, the hotel offers park-and-fly packages for Luton Airport, which is just seven miles away.

HERTFORDSHIRE COUNTRYSIDE MAGAZINE

SPECIAL OFFER TO READERS

Holiday Inn Luton South is offering **TWO MEALS IN THE HOTEL RESTAURANT FOR THE PRICE OF ONE** with this voucher until August 31st 2011

Pre-booking is essential and you must bring this coupon with you on each visit. Photocopies are not allowed

Please call 0871 942 9281