



PRESS RELEASE

MICHELIN GUIDE

London, 1st October 2024

123 outstanding hotels awarded MICHELIN Keys in Great Britain & Ireland for the very first time

- **Selected by the MICHELIN Guide Inspectors, these hotels offer the world's most outstanding experiences and can be booked on the MICHELIN Guide's digital platforms.**
- **The MICHELIN Guide's ambition is to become the first global independent booking platform for outstanding restaurants and hotels.**

Michelin is pleased to present the very first MICHELIN Key selection for Great Britain & Ireland. Awarding 123 properties offering the most outstanding stays throughout the United Kingdom and the Republic of Ireland, this inaugural British and Irish selection presents 14 hotels with Three MICHELIN Keys, 37 with Two MICHELIN Keys and 72 with One MICHELIN Key.

Offering an ever more comprehensive service, the MICHELIN Guide's hotel selection provides users with recommendations for a complete travel experience. Awarded by the MICHELIN Guide inspection team based on anonymous stays or visits – independently of existing labels, tourism stars and pre-established quotas – the MICHELIN Keys are a new international benchmark. They aim to guide travellers to accommodations that stand out for their unique hospitality concept, distinctive character, warm welcome and extremely high level of service.

123 hotels awarded MICHELIN Keys in Great Britain & Ireland

After presenting MICHELIN Key selections in France, Spain, Italy, Japan, the U.S., Canada, Mexico and Thailand, the MICHELIN Guide Inspectors have extended their research to Great Britain & Ireland.

Following multiple anonymous stays or visits and evaluating hotels on five international criteria¹, the MICHELIN Inspectors awarded MICHELIN Keys to 123 hotels among more than 350 British and Irish properties recommended in the broader MICHELIN Guide selection. Out of the total, 91 awarded hotels are located in England, 15 in Scotland, 3 in Wales and 14 in the Republic of Ireland. The Key hotels bring together a wide range of concepts and accommodation types, from boutique design hotels to iconic luxury properties, from secluded cottages or lodges to splendid heritage castles or manor houses.

Gwendal Poullennec, International Director of the MICHELIN Guides, states: "For our latest European release, we are absolutely thrilled to present to world travellers our very first MICHELIN Key selection for Great Britain & Ireland. Featuring no fewer than 123 outstanding hotels, this selection is an invitation to explore the United Kingdom and the Republic of Ireland, visit their historically rich cities, relax in their charming countryside and scenic

¹ 1. The hotel is an open door to the destination; 2. Excellence in interior design and architecture; 3. Quality and consistency in service, comfort and maintenance; 4. Consistency between the level of the experience and the price paid; 5. Individuality, reflecting personality and authenticity.



landscapes, and enjoy, for a few nights, a timeless lifestyle in century-old castles and manor houses. From boutique hotels or flagship luxury properties located in eclectic London to country houses nestled in dramatic Irish countryside; from stunning Scottish manor houses to tranquil Welsh retreats: every hotel awarded One, Two or Three MICHELIN Keys is a gem sculpted by talented professionals. Using the MICHELIN Guide's digital platforms, travellers can now filter their search and book hotels for stays that we hope will be unforgettable."

One, Two and Three MICHELIN Keys

Just like the famous Stars that indicate the best culinary experiences, the MICHELIN Keys reveal accommodations in the Guide's hotel selection that offer the most outstanding stays. They are a new benchmark for travellers, qualifying each hotel experience in broader terms than simple amenities.

One MICHELIN Key: a very special stay

This is a true gem with its own character and personality. It may break the mould, offer something different or simply be one of the best of its type. Service always goes the extra mile and provides significantly more than similarly priced establishments.

Two MICHELIN Keys: an exceptional stay

Somewhere truly unique and exceptional in every way, where a memorable experience is always guaranteed. A hotel of character, personality and charm that's operated with obvious pride and considerable care. Eye-catching design or architecture, and a real sense of the locale make this an exceptional place to stay.

Three MICHELIN Keys: an extraordinary stay

It's all about astonishment and indulgence here – this is the ultimate in comfort and service, style and elegance. It is one of the world's most remarkable and extraordinary hotels and a destination in itself for that trip of a lifetime. All the elements of truly great hospitality are here to ensure any stay will live long in the memory and hearts of travellers.

14 unique hotels awarded Three MICHELIN Keys

Three MICHELIN Keys, indicating an extraordinary stay, worthy of a specific trip, have been presented to 14 hotels located in England, Scotland and the Republic of Ireland.

London alone boasts no less than eight of these awarded properties, some of which are iconic, world-renowned names such as **Claridge's**, **The Connaught** and **The Savoy**. The capital is not short of internationally branded hotels either – **Bulgari Hotel London**, **Four Seasons Hotel London at Park Lane**, **Mandarin Oriental Hyde Park**, **Raffles London at The OWO** and **The Peninsula London** – whose extraordinary stays and impeccable service have impressed the Inspectors.

In the English countryside, three hotels are also awarded Three MICHELIN Keys. In Great Milton, Oxfordshire, **Le Manoir aux Quat'Saisons**, **A Belmond Hotel** is the English brainchild of celebrated French Chef Raymond Blanc. This gorgeous manor house offers 32 rooms for stays which combine gastronomy, gardens and culture, in stunning surroundings. In Bruton, **The Newt in Somerset** is a country house hotel, settled in a 300-year-old estate, once the seat of the Hobhouse family. The 23 modern rooms are divided between the original limestone house and the Farmyard outbuildings, which both nestle quietly amongst orchards, lakes and woodland. In the midst of the scenic Cotswolds, six miles from Bath and just outside the village of Colerne, **Lucknam Park** is another example of a charming country house hotel. Housed in



an 18th-century manor which became a hotel in the late '80s, the property maintains its opulent design and classic elegance, while nowadays offering an extensive spa.

In Scotland, **The Gleneagles Hotel** also receives the highest MICHELIN Guide Hotel distinction. Located in the tiny town of Auchterarder, the property brings together the best of Scottish hospitality – from warm and genial staff to a traditional interior design mixing minimal, muted colours with rich antiques and fabrics – alongside three impressive golf courses. The hotel is also the home of Two MICHELIN Star Restaurant Andrew Fairlie, where classic French cuisine is combined with clever Scottish touches.

In the Republic of Ireland, **Adare Manor** and **Ballyfin Demesne** are both hotels located on 19th-century estates. Once the home of the Earl of Dunraven, the first is a neo-Gothic manor house surrounded by 840 acres of formal French gardens, parklands, a golf course and the River Maigue. The second is a spectacularly well-preserved Regency house, offering 20 opulent rooms and suites which combine a lavish antique style with luxurious modern comforts. Among the many secret spots of the property, it is worth exploring the Conservatory, which dates from 1848 and is only accessible via a secret door hidden in the Library's bookshelves.

Two MICHELIN Keys presented to 37 exceptional properties

Indicating an exceptional stay, 37 hotels have been awarded Two MICHELIN Keys. Of these, two are located in Scotland, three in the Republic of Ireland and the rest in England.

Located in Braemar, in the Scottish Highlands, **The Fife Arms**, a Victorian-era coaching inn, has now been transformed into a luxury 46-room hotel, passionately conceived by Swiss gallery owners Manuela and Iwan Wirth, and filled with impressive art and Scottish references. In Edinburgh, **The Balmoral** is nestled within a majestic old Edwardian landmark. Here, heritage architecture is combined with contemporary, luxury furniture and the hotel bar, SCOTCH, showcases the largest collection of Scottish whiskies in Edinburgh.

In the Republic of Ireland, **Cashel Palace** (Cashel) is a Palladian manor house dating from 1728, which became a high-end hotel in the late '50s, while **Sheen Falls Lodge** (Kenmare) is a truly peaceful property. Once the summer home of the Marquis of Lansdowne, it is now a tranquil retreat located in Kenmare Bay, beside the Sheen River Falls. In Dublin, **The Merrion** comprises four meticulously restored Georgian townhouses just across from the Irish Government offices. Although it was designed in the '90s, the hotel has a remarkably authentic, traditional style.

Finally, in England, among the 32 Two MICHELIN Key properties, travellers can choose between London boutique hotels from the Firmdale collection (**Haymarket Hotel**, **Covent Garden Hotel** and **Ham Yard Hotel**), luxury grand hotels (**Rosewood London** and **The Dorchester**), outstanding Spa resorts (**The Royal Crescent Hotel & Spa** in Bath) or stunning, relaxed country house hotels (**Gidleigh Park** in Chagford or **Lympstone Manor** in Exmouth).

72 hotels receive One MICHELIN Key

One MICHELIN Key has been awarded to 72 hotels offering very special experiences.

Representing a broad spectrum of hotel concepts, accommodation types and geography, the first British and Irish MICHELIN Key selection shines with diversity and experiences suited to all budgets and desires. Of the 72 newly-awarded hotels, three are located in Wales, 12 in Scotland, 48 in England and nine in the Republic of Ireland.



Among the One Key hotels, travellers looking for urban exploration will be pleased to find many options in Dublin, Edinburgh and London. From stylish modern properties – **Dylan** and **Wilder Townhouse** in Dublin or **Beaverbrook Town House, Flemings Mayfair** and **Broadwick Soho** in London – to more traditional or bohemian ones – **Gleneagles Townhouse** or **Prestonfield** in Edinburgh – to more extravagant places – **L’oscar** in London and **100 Princes Street** in Edinburgh – each capital city offers a wide kaleidoscope of hotels which are true gateways to discover their own cultures and charms.

For a closer connection to nature and the countryside, Welsh hotel **Penmaenuchaf** provides the perfect setting. This Victorian country house hotel is set on the south side of Snowdonia National Park and the genteel cosiness of its interiors is a fine complement to the rugged beauty of the landscape. Located on a clifftop on Ireland’s south coast, in Ardmore, **Cliff House Hotel** is a stunning, contemporary hotel for seascape lovers. All of the rooms look out to sea through floor-to-ceiling windows, while the pool is stunningly photogenic.

Among the One Key hotels, many are located in former castles, manor houses or on aristocratic estates. Just a few examples are **Dromoland Castle** (Newmarket on Fergus, Republic of Ireland), **Thornbury Castle** (Thornbury, England), **Glenapp Castle** (Ballantrae, Scotland) and **Palé Hall** (Bala, Wales). These wonderfully contrast with more eccentric and irreverent hotel designs, to be found in **Artist Residence Oxfordshire** (Oxford, England) and **The Swan Southwold** (Southwold, England).

Finally, those wishing to relax in an island retreat can book a stay in **Longueville Manor** or **Kinloch Lodge**. Located in Jersey, the first is a tranquil 30-room hotel located on an 18-acre estate, while the second is nestled in a humble 16th-century hunting lodge. The 19 rooms are lavish, but with a lovely old-fashioned style.

All MICHELIN Guide hotel recommendations are available for free on the MICHELIN Guide website and mobile application. On these digital platforms, all recommended hotels can be booked directly at the best market price. To assist travellers throughout their stay, the MICHELIN Guide also provides a concierge service run by travel experts employed by the MICHELIN Guide.

The next MICHELIN Keys will be announced in Germany, Austria & Switzerland on 9th October 2024.

Find the pictures of the Press Conference Announcement on this [link](#).

About Michelin

About Michelin Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. (www.michelin.com)



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