

Balmoral Hotel is named Scotland's Leading Hotel

✘ Rocco Forte's The Balmoral has been named Scotland's Leading Hotel at the prestigious World Travel Awards.

The luxury five-star hotel, located in the heart of Edinburgh, fought off tough competition from a shortlist of seven hotels to retain the title for the third consecutive year.

Hailed as the Oscars of the travel industry, the World Travel Awards are acknowledged across the globe as the ultimate travel accolade, and celebrate those brands that are pushing the boundaries of industry excellence.

Votes are cast globally by 213,000 travel professionals including travel agencies, tour and transport companies and tourism organisations in over 160 countries.

Commenting on the award, The Balmoral's general manager, Franck Arnold, said:

"It is a great honour to receive this award from the world's top travel professionals and to retain our position as Scotland's leading hotel for the third consecutive year. This accolade is a reflection of our continuing hard work and commitment to provide a truly memorable experience for our guests."

The Balmoral has enjoyed an exceptional year for awards so far with the World Travel Award coming just days after the hotel was named as the top UK Business Hotel outside of London by Condé Nast Traveller's Readers' Travel Awards.

The luxury property was also named as a top hotel with a city view in The Times' '20 Rooms with great views' and the third top hotel in Europe by American Airline's Celebrated Living Magazine Platinum List.

For further information on the World Travel Awards 2011

visit: www.worldtravelawards.com