

# Pitlochry hotel wins third award

## THIRD CONSECUTIVE INDUSTRY AWARD FOR ATHOLL PALACE

- Pitlochry Hotel rated UK best for overall service & hospitality

Atholl Palace Hotel in Pitlochry is celebrating winning a prestigious international prize for the third year in a row.

Irish Coach tour operator, CIE Tours International, has rated 4 star Atholl Palace as the best overall hotel for service and hospitality in the UK.

The awards of excellence are given out annually to hotels and visitor attractions that record more than 90% customer satisfaction ratings.



The Atholl Palace, a leading hotel in the popular Highland Perthshire area, was rated as the best for service and hospitality by more than 15,000 visitors brought to the UK by CIE Tours.

Commenting on the awards scheme, Chief Executive of CIE Tours International Elizabeth Crabill said: "The level of customer satisfaction achieved by our suppliers plays a vital role in our success. The aim of our awards is to encourage them to focus on the clients' experience and improve standards of service, so it is gratifying to see the increase in suppliers being given 90% plus ratings."

“All of the recipients play a role in our success by welcoming our visitors, and ensuring they have a memorable experience,” she added. “Our awards are well recognised and hugely respected in Ireland, and it is great to see that the awards have been embraced so quickly in the UK.”

Elizabeth went on to outline that visitors from North America were accustomed to very high levels of service across the board, so she wanted to see the successful awards scheme encourage partners to focus “continually” on increasing the quality of visitor experiences.

She finished by saying: “To achieve a rating above 90% from these discerning travellers is very meaningful. Not only are the number of suppliers in the UK achieving this increasing year on year, but we now have hotels, such as the Atholl Palace, achieving it for the third year running. It’s great news for UK tourism at this time!”

General Manager Graeme Strachan said: “With the service culture at the very heart of everything we do here at Atholl Palace Hotel, we are absolutely delighted to make it a trio of CIE awards.”

“It’s a privilege to operate in such a beautiful part of Scotland. Looking after customers as they experience this amazing area, perhaps for the first time, is really important, and certainly encourages re-visits .”

**Further details [www.athollpalace.com](http://www.athollpalace.com).**