

Red Carnation will bloom on Princes Street next year

The hotel group which is renowned for its passionate staff and thoughtful service, the [Red Carnation Hotel Collection](#) will open a hotel in Scotland for the first time.

Red Carnation aim to turn the former Royal Overseas League into the number one hotel in Edinburgh. The luxury hotel collection has plans to renovate 100 Princes Street, transforming it into a highly exclusive retreat.

With uninterrupted views of Edinburgh Castle, [100 Princes Street](#) will have the boutique atmosphere of *Forbes* Five Star-rated sister property [Hotel 41](#), which has retained the position of TripAdvisor's number one hotel in London for over ten years as well as the *TripAdvisor Traveller's Choice* Best Hotel in the UK for the last three.

The award-winning hotel company behind the loving restoration of Ireland's Ashford Castle, once home to the Guinness family, will bring the same meticulous care and attention to the listed building's interior, embracing its history and heritage and using the finest local artisans and suppliers. 100 Princes Street will reopen in 2020 as Red Carnation Hotels' 19th property worldwide.

The hotel group is run by the Tollman family, principally by Mrs Bea Tollman who opened the first Red Carnation Hotel the

Chesterfield in London in 1984 with her husband Stanley. Although she is now in her eighties, she is very hands on receiving reports on all of her hotels each day. She is also reputed to be a generous giver of Christmas presents to each one of her 4,000+ staff, so this hotel may be a good place to work when it opens next year.

Jonathan Raggett, Managing Director of Red Carnation Hotels, said: "It has been a dream of ours to open a hotel in Edinburgh for some time, and with the best address in the city, it was well worth the wait. As the world's number two hotel company according to the readers of *Travel + Leisure* magazine, we intend to pay full respect to this remarkable location and city, its history, tradition and people and are excited to be blending our internationally renowned breed of personal service and generous hospitality with the warm humour, expertise and knowledge of the best talent in Edinburgh."

