

Balmoral tops the Forbes Travel Guide

Forbes Travel Guide has once again awarded The Balmoral five stars in its 2024 guide, retaining its position for the fourth year in a row.

[The Balmoral, a Rocco Forte hotel](#), was first awarded the rating as a hotel where luxury and hospitality are key in 2021. General manager Andrew McPherson took up the reins of the 167 room and 20 suite hotel in 2023.

He said: “It is a wonderful honour to be able to share that we have retained our five-star Forbes rating for the fourth year running. Forbes truly requires the very best standards for guests and we are extremely proud to be recognised with one of the most renowned hospitality awards in the world.

“Edinburgh’s most iconic hotel is highly regarded not only for its incredible architecture, history, restaurants and bars but also for the world-class Scottish hospitality delivered every day. The Balmoral team works hard to provide our guests with memorable experiences, and we look forward to continuing to deliver world-class service for our guests.”

A gold standard in the hospitality industry since 1958, Forbes Travel Guide’s luxury travel rating recognises the world’s finest properties. Anonymous inspectors check into a hotel for at least two nights, then test up to 900 objective standards with an emphasis on exceptional service, to help discerning travellers select the world’s best luxury experiences.

To view the new Star Award winners, visit [ForbesTravelGuide.com](https://www.forbes.com/travel/guide)



Scone and Crombie bedroom



The Glamis Suite



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