

*The
Cloud
Hotel*



Visit the forest
in the fall

Welcome to our autumn newsletter which offers all the latest news and upcoming events at The Cloud Hotel. It's been a busy summer and we are looking forward to another packed season of exciting activities on the run-up to Christmas. Whether you want to indulge in a delicious cream tea after a walk through the New Forest, celebrate a special occasion or book a weekend away, The Cloud Hotel will make your visit special.

**The Cloud Hotel
receives top award**

We are delighted to start the autumn by sharing the wonderful news that The Cloud Hotel has been awarded a prestigious 2 AA red star rating at this year's AA Hospitality Awards, held at the London Hilton on September 26th. Hotels were selected in recognition of excellence and success, having shown a significant improvement over the last 12 to 18 months and proving their dedication to raising industry standards and enhancing both their guest and diner experiences. The Inspector was particularly impressed by our smart staff 'who provide excellent customer service' and also the general high standards of the hotel.

**Hampshire Food Festival
Charity cream teas**

We were delighted to be part of this charity event in July and through your generous support The Cloud Hotel was able to raise £811. The money was shared evenly between Naomi House Children's Hospice and Beaulieu Countryside Education Trust, which is devoted to countryside and environmental education.



Join us on Facebook and Twitter



We like to keep up with the times at The Cloud Hotel so now you can find out all the latest news, events and promotions on Twitter as well as Facebook. Find us on Twitter at twitter.com/thecloudhotel or visit facebook.com/cloudhotel.



Hotel Owner Avril Owton MBE said: "When I became sole proprietor of The Cloud Hotel in 1991, my goal was always to strive to be the best. I've been fortunate enough to work with a fantastic group of people to make that possible. Receiving the 2 AA stars rating is a wonderful recognition that our dedication has paid off."



Come Dine with Us



Don't forget the Cloud Hotel is the perfect choice for holding a special occasion. With wonderful views and direct access to the garden it's a great location for birthday celebrations, anniversaries, family gatherings and business meetings. Our afternoon teas are renowned in the area and are the perfect way to relax after a walk in the New Forest.

Room Service...

In order to maintain the high standards of the Cloud Hotel we have completed an upgrade across the bedrooms with new carpets and curtains and wall mounted 32" digital flat screen TVs in most rooms. Hotel owner Avril Owton said "The Cloud Hotel is known for its high standards and we are continually striving to improve our facilities. I am really pleased with the bedroom refurbishments and I hope our visitors will enjoy that extra touch of comfort."

Gift Vouchers

The perfect Christmas present!

As winter closes in and our thoughts start turning to Christmas we have the perfect gift idea for a loved one - a Cloud Hotel voucher. Available for any value they can be purchased at the hotel reception or by calling us on 01590 622165. If you would like more information ask a member of staff on your next visit.



Dinner Dates

Once again we have a great calendar of events coming up for the winter period. These evenings always prove very popular so make sure you don't miss out by booking early.

The 28th Christmas Charity dinner in aid of Macmillan Cancer Support

Sunday 11th December 2011 - 7pm

This wonderful event has been held since 1983 and has raised more than £30,000. We always receive overwhelming support from the local community who join together to generate donations and enjoy a fantastic traditional Christmas dinner with all the trimmings. Once again the Highcliffe Junior Choir will start the evening with Christmas carols.

Burns Night

Saturday 28th January 2012

The Cloud Hotel's Burns Night celebration always attracts a big crowd and this year we are planning another Scottish extravaganza. Harry MacFayden will pipe in the haggis and following a traditional meal and whisky toast there will be Scottish Country Dancing. The dress code is tartan!

Valentines Lunch & Dinner

Tuesday 14th February 2012 12-2pm

Plan something special for your loved one with our 'young at heart' Valentines lunch or perhaps a romantic candle lit dinner. Romance will be at the heart of the menu so sit back and enjoy a delicious lunch or dinner in a wonderful setting.

Insider Secrets

Avril Owton shares some of the secrets to her success in the revised version of her very successful book, *Delighting Your Customers*. As a

former Tiller Girl Avril's career took a change in direction when she married a hotelier in the 1970's, she then became sole proprietor for The Cloud when she was widowed in 1991. Her book gives invaluable advice to small business owners based on her own experience.

Avril commented: "I was thrown in at the deep end when I took charge of The Cloud and didn't know a bottom line from a chorus line. However, I soon realized the qualities needed to succeed in any service job are the same - dedication, commitment, hard work and perseverance. I wrote this book to help the thousands of people, like me, who want to make their business successful."

'Delighting your Customers' is published by Bloomsbury and is available on Amazon and through good book stores priced at £9.99.



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