

St. James's Hotel and Club wins Traveller's Choice Award

'Best Top 25 Luxury Hotels in the UK 2012' by Tripadvisor readers.

The St. James's Hotel and Club is delighted to announce their 'Traveller's Choice Award for 2012' in which St. James's was voted amongst the top 25 luxury hotels in the UK by Tripadvisor users.

Managing Director Henrik Muehle says "We are delighted to have won this incredible Award. TripAdvisor is a tool used by customers as a reference to research hotels and restaurants through personal recommendations and feedback from other consumers. TripAdvisor, like all social media, has generated a shift in power from hoteliers to consumers. Reviews may be contradictory and are certainly subjective, but this is a very powerful tool used on a worldwide scale to assist the consumer in their decision making process when booking their holidays and business trips. At the St James's we value every single customer feedback, whether it is good or bad. It helps us develop as a hotel and continue to increase our level of professional service."

St. James's Hotel and Club is perfectly situated for shopping, museums, nightlife, business life or just a quiet relaxing stroll through St. James's or Mayfair. St. James's also boasts a Michelin-starred restaurant run by William Drabble. William prides himself on sourcing British local and seasonal produce for his cuisine. You can enjoy lunch in the bistro, dinner in the restaurant or just sip your favourite cocktail in the bar or take afternoon tea in the lounge. Whatever you decide St. James's Hotel and Club will do their utmost to make you feel as relaxed and welcome as possible.

St. James's Hotel and Club is a member of Small Luxury Hotels of the World and is managed by the Althoff Hotel Collection, a leading pan-European hotel operator, which boasts 10 Michelin stars in their hotel collection.

**For further press information or images please contact A PR Agency, Director Anita Raben,
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