



WEBER SHANDWICK

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News Release

EXPERTS LOOK TO TURNAROUND PRIVATE HOTELS

INVERLOCHY CASTLE TEAM SET UP CONSULTANCY

After huge success with its own two Scottish hotels Inverlochy Castle and Rocpool Reserve, Inverlochy Castle Management International (ICMI) is offering its expertise as a service to other private hotel operators.

Just months after formalising their relationships, the seven-strong team, which includes Condé Nast Editorial Director Darius Sanai, German hotel manager Norbert Lieder and multi-award winning chef Albert Roux, are close to re-opening two transformed hotels. John Green, of John Green Communications is also on board, managing business development and marketing.

Mr Roux said: "I am delighted to have partnered with such a well respected, professional team.

"Over the years I have worked with some of the world's most high profile experts and it is wonderful to be able to pass on my knowledge and advice."

ICMI brings together some of Europe's top names in hotel operations, management, interior design and sales and marketing to offer a unique proposition to hoteliers. The team already have six hotels under their management, including Villa Giuseppina on the shores of Lake Como and Blanefield House in Ayrshire, Scotland.

Greywalls near Edinburgh and The Inver Lodge Hotel in Lochinver, in the North West of Scotland have recently re-opened, both with transformed interiors and restaurants and a new approach to service.

The hotels have been refurbished under the leadership of interior designer Kathleen Fraser and will contain Roux branded restaurants – each tailored to suit the client base and location.

The staff are overseen by Norbert Lieder and Kerry Watson, both of Inverlochy Castle. Darius Sanai will lend his expertise in PR and media. Malaysian businessman Dr Sin Chai will lend his business expertise.

Managing Director Norbert Lieder said: "ICMI is a unique organisation which contains over 200 years of experience in hotel management. But we are not looking to create a chain of ICMI hotels. Each property is different proposition yet offers the same excellent standard of service whilst holding great potential for the future.

“Our experience in luxury hotels is second to none and we are hopeful our access to an excellent international network will boost bookings.”

ICMI is now actively looking for new clients.

For further information visit www.icmi.co.uk

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