

BREAFFY HOUSE RESORT WINS 2018 BEST FAMILY FRIENDLY HOTEL

PRESS RELEASE

Breaffy House Resort scooped '**Best Family Friendly Hotel**' at this year's **2018 Boots Maternity & Infant Family Awards**. The event took place in the stunning Royal Marine Hotel in Dun Laoghaire in Dublin on Friday 12th October and was chaired by TV3 presenter Maura Derrane and well-known TV personality Brian Dowling. Organised by Ashville Media Group, the awards were attended by over 170 enthusiastic entrants from around the country who were nominated as finalists across a range of different 'Product Categories' and or 'People Categories' as part of the overall awards competition.

The path to being nominated as one of the finalists within the category of **Best Family Friendly Hotel** includes both public and private adjudication. The private adjudication involves a mystery shopper visit to the hotel to experience first-hand all the family friendly amenities that each hotel has to offer. The public adjudication takes place over a number of weeks where people can place their vote online for their preferred destination. Both elements are an inclusive way of incorporating a non-bias third party independent assessment from a panel of specialist judges together with the public's direct experiences and opinions of each property. Breaffy House Resort faced down stiff competition from 3 other finalists this year including The Dingle Skellig Hotel, Fota Island Resort and The Dunloe Hotel & Gardens to scoop the top prize whereby it was declared as overall winner for 'Best Family Friendly Hotel 2018'.

"We are absolutely delighted to win this award on behalf of the entire team at Breaffy House Resort", states Wilson Bird Breaffy House Resort General Manager. "Our operations team together with our dedicated Breaffy Buddies Kids Camp team work tirelessly to ensure that all families who visit the resort get to experience an authentic jammed packed family fun holiday experience".

Attending the awards on behalf of Breaffy House Resort was Head of Sales & Marketing Maggie Ruane and Duty & Banqueting Manager, Sheila Sheeran. As Maggie explains *"We are constantly exploring new ideas and developing new experiences here for families at Destination Breaffy. During the Summer of 2018, we developed an exciting NEW in-house summer entertainment programme covering a range of unique and enriching experiences including nature walks, kids yoga, mocktail making sessions, clay pigeon shooting, pizza making, as well as all the other extensive activities provided in our Breaffy Buddies Kids Camp programme. This ensures variety, participation and authenticity all of which are hallmarks of providing memorable holiday experiences for families"* says Maggie.

Moreover, Breaffy House Hotel recently regained its 4 Star Status. With continued success like this, the future continues to look bright for 'Destination Breaffy'.

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