

THE RED CARNATION HOTEL COLLECTION



What is the Red Carnation collection?

Red Carnation is an international collection of family-run five and four star hotels. A collection that is presented with elegance, style, and grace, because our business is to make your visit so enjoyable you want to come back. The motto that we live up to is simple, but covers every aspect of what we do: “No request is too large, no detail too small”

All about service

Service is at the heart of what the Red Carnation collection means. In the words of founder Beatrice Tollman: *“Without question, the most important thing of all is service. The essential thing is that people are looked after, and that they get exceptional value for money. Above all, we want them to know that we care about them, and that when they check out of their room they leave with lasting memories of enjoyment from the best service they have ever received.”*

Every aspect of our operations – our staff, the quality of the environment, our food and drink, the guest preference form sent out on booking to ensure a personal welcome, the extra touches that make a hotel visit memorable and distinctive – flows out of this aim. Everything is directed to ensuring that every guest receives the best possible attention, and leaves with nothing but happy memories and a desire to come back. It is in these terms, and these terms alone, that we measure our success.

Staff

To be the best, which is our aim, you have to have happy and well-motivated people. We understand that the most important thing in a hotel is the quality of the staff, their morale and spirit, and how this communicates to guests. Our aim to find the best possible person for every position. So we encourage everyone, in every position, to stretch themselves, to seek new goals, to find new ways to be better.

The outcome: integrated, motivated, expert, enthusiastic, and ambitious staff. That we are accredited ‘Investors in People’ is only part of the story. The whole is provided by the awards we continue to win for quality and service.

Quality of environment

At Red Carnation, we believe that wherever your eye falls, it should fall on something that will enhance your stay. Beatrice Tollman takes a personal interest in each and every room in the collection, and brings an individual style and flair that has won plaudits from, among others, Tatler and Harpers & Queen.

But décor always knows its place. *“I believe the main quality you look for in a room is comfort, so that people feel really pampered within a wonderful environment.”* Not only the best mattress and the finest linens, a luxury bathroom with desirable accessories, and artwork and antiques personally chosen specifically for that room; but also the latest technology, including high-speed internet and, in many rooms, pre-programmed video and music iPods with Bose speakers.

Food and drink

A critical element of the service that is our guiding ethos is ensuring that we serve the food people actually want to eat, rather than the food chefs want to cook: that’s why we analyse every menu to find out which dishes are the most popular. If you are looking for creativity and complexity we have chefs who can provide it. Equally, if you’d prefer ‘comfort food’ to help restore a tired body or mind, we’re every bit as happy to serve that too. No matter what you choose, you can rely on high quality healthy ingredients.

The drinks we serve similarly reflect our experience of what guests really want. Our cellars include the world’s finest wines, and award-winning sommeliers are at work among our staff; they are all at your service. But if you’d prefer a glass of water, you only have to ask.