



# INN FOCUS

NEWSLETTER OF THE ANGEL INN AT HETTON

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## ACCOMMODATING DEMAND ONLINE

The Angel Inn's popular website has been redeveloped. An important innovation is the introduction of a brand-new online booking facility for the first time, making it even easier and quicker to book one of the inn's nine luxury bedrooms at the click of a mouse.

It's a facility that will help meet ever growing demand for accommodation at The Angel following the launch of four exclusive bedrooms – two suites and two studios – in the new Sycamore Bank development, in addition to the five luxury rooms in the established Angel Lodgings.

With more rooms in the bank, The Angel is experiencing a surge in demand not only from visitors to the area, but also in group bookings, notably for weddings and functions.

Pascal Watkins, head of marketing at The Angel, reports: "We have upgraded our website significantly, enhancing the information provided, yet at the same time making it more user-friendly.

"It's obviously working, as we are now averaging around 1,500 additional website visits per month and we expect this to grow significantly, as we are now number one on search engines for luxury accommodation in the Dales.

"As well as tourists, local people are also visiting the site in increasing numbers to keep up to speed with what's happening at The Angel in general and what special events we are staging.

"Word is spreading near and far – in fact, it's fair to say we are strengthening our global footprint!"

Why not take a look at: [www.angelhetton.co.uk](http://www.angelhetton.co.uk)

*\*Take a trip to the Bank – see Page 3*



### WHITE ROSE HONOUR BECKONS

The Angel Inn is one of six finalists in the Bed & Breakfast/Guest Accommodation of the Year category in the 'Welcome to Yorkshire' White Rose Awards, the county's annual tourism Oscars.

Those first past the post in all award categories will be announced at a ceremony at Doncaster Racecourse in October. The Angel will be keeping its fingers crossed that it has backed yet another winner! Meanwhile, in the quest to find Yorkshire's favourite pub, also run by Welcome to Yorkshire, the county's official tourism body, The Angel finished in a highly creditable fourth place after the general public were asked to vote online for their favourite pub from the 12 shortlisted finalists.

"We'd like to thank all who cast their vote for us," said Juliet Watkins.



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