

The ExxonMobil Award for Innovation and Entrepreneurship

# Chewton Glen Hotel & Spa

**Contact:** Leigh Jenkins

**Phone:** 01425 275341

**E-mail:** ljenkins@chewtonglen.com

**Website:** www.chewtonglen.com

Chewton Glen is a privately owned luxurious country house hotel and spa near New Milton.



Earlier this year, the hotel opened six treehouse suites set amongst the woodland canopy, the first of its kind in the

UK. The treehouses are designed to offer luxurious accommodation for all; from couples looking for a romantic hideaway to families enjoying flexibility of room dining with a secret bunk area designed especially for children. Guests to the treehouses receive a unique service including in room check-in; morning delivery of a breakfast hamper; their very own hot tub overlooking the forest and a wood burner.

The hotel had originally planned to expand by offering an additional 12 bedrooms. Following brainstorming and extensive feedback from guests and experts, lodges in the grounds were decided upon, however this was the evolved into treehouses.



Upon opening this summer, the first week saw a record occupancy percentage for the hotel. This went on to produce the record month for all areas of the business in August.

The treehouse suites have also created a huge amount of attention in the market place which has not only resulted in excellent PR coverage but also for the New Forest as a destination. Interest in Chewton Glen's social media pages has increased hugely following this media attention.

