



24<sup>th</sup> February 2014

News Release

### **Publishers of Scotland Magazine revamp the Scottish Hotel Awards scheme**

Paragraph Publishing, the publishers of Scotland Magazine, have reformulated the Scottish Hotel Awards' unique annual scheme, expanding its portfolio of members.

Established in 2003 and now in its eleventh year, the Scottish Hotel Awards is the most anticipated annual event in the Scottish hospitality industry. Its unique annual scheme provides member hotels, serviced apartments, guest houses and exclusive use venues continual support and guidance in an effort to both encourage and recognise excellence, consequently raising the standards of Scotland's hospitality industry as a whole.

Damian Riley-Smith, Managing Director of Paragraph Publishing, says:  
*"There is no other annual programme for hotels like this in the world. We saw the opportunity to develop the scheme by bringing our wealth of experience with events and awards. We have worked closely with the industry to introduce a staff motivational scheme, People of Excellence, which runs year round, relaunched ScottishHotelAwards.com to focus on driving visitors to member hotels and created the annual Gold Guide of Scotland's best hotels."*

The scheme allows properties to receive comprehensive advice from top industry specialists throughout the year as well as compete with their

peers for the chance to be awarded for their efforts and achievements during the annual awards ceremony.

This year's ceremony will be held for the first time at the [Grand Sheraton Hotel & Spa in Edinburgh](#) on Sunday April 27th 2014.

Gary McLean-Quin, Chairman of the Scottish Hotel Awards says:

“This is an important year for Scotland. We have picked the theme ‘An international night’ for the awards evening, and the capital as the event’s city host, to reflect Scotland’s historic and cultural developments in 2014; with the Commonwealth Games, the Ryder Cup, the Year of Homecoming and the Referendum on Independence, the world’s eyes will never have been so fixed on our country.”

For further information visit: <http://www.ScottishHotelAwards.com>

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