“The face of UK hospitality is changing and the Principal and De Vere brands are playing a leading role. At the heart of this is our approach of ‘curating experiences’. Genuine experiences, no matter how small or grand, that live on long after we have wished our guests a fond farewell. It’s the people, the surroundings, the atmosphere and the feeling it elicits. It’s the thing that drives us on and what binds us together at the Principal Hotel Company”

TONY TROY
Chief Executive Officer, Principal Hotel Company
TWO DISTINCT BRANDS
WITH A SHARED DNA

DE VERE
A collection of country estate hotels and modern event spaces where traditional values meet the latest luxuries. Making the most of the UK’s beautiful natural landscapes, each property has a proud British heritage, and our Mansion Houses are the centrepieces.

PRINCIPAL
Our city-centre hotels are based in landmark buildings in exceptional locations up and down the land. Each hotel has a story to tell: of its history; its design and architecture; its quirks and characters; and its role in shaping the city.
OUR LOCATIONS

With over 36 landmark properties across the UK, we’re sure to have the hotel you’ve been searching for. Find out more at phcompany.com

ROLL OVER THE REGIONS BELOW TO SEE OUR LOCATIONS

CENTRAL LONDON
OUTER LONDON
SOUTHERN ENGLAND
CENTRAL ENGLAND
WALES
NORTHERN ENGLAND
SCOTLAND

DE VERE
De Vere Canary Wharf
De Vere Deansgate House
De Vere Grand Connaught Rooms
De Vere Holborn Bars
De Vere West One

PRINCIPAL
The Principal London
MEANINGFUL MEETINGS
AND EVENTFUL EVENTS

From executive board meetings and inspiring training to grand events or society weddings, we specialise in unforgettable occasions.

So when it comes to taking care of business our guests should feel like we have thought of everything. And we have. Smart Space is a new meetings and events service that ensures whether you want a unique venue in the country or the city, you’ll experience exceptional service every time, including our artisan coffee shop, Burr & Co.

But it’s not all business and when it comes to weddings, we love a love story. From intimate ceremonies with a sense of occasion to grand weddings with spectacular backdrops, we’re dedicated to the details to make a day like no other.
BARS & RESTAURANTS

Our destination bars and restaurants are enjoyed by guests and locals alike. Beautifully designed interiors create an inviting and indulgent dining experience, whether guests are enjoying an evening meal or an afternoon drink at the bar.

Our corporate menus are developed in collaboration with the Group Nutritionist Wendy Martinson OBE (Lead Nutritionist for the Great Britain Rowing Team) to ensure our delegates are both energised and delighted. Our nutritionally balanced dishes jam-packed with seasonal ingredients are updated daily across our restaurants, deli or grab & go options.
At the Principal Hotel Company, our grand spaces make a big impression. Not just grand in scale, but in terms of possibility.

You see each one of our grand space locations, be it a Mansion House or a grand dame city hotel is home to the most flexible event spaces you can imagine. Spaces that can become exactly what you need them to be.

From the intricate and historic De Vere Grand Connaught Rooms and the 1,000 capacity ballroom at the Principal Manchester, to the contemporary setting of The Hanover Suite at De Vere Beaumont Estate, these are big spaces that can take shape around you and become a canvas for your big ideas.

Whether it’s a conference, an AGM, a red carpet event or a product launch, we’ll focus on adapting our spaces around your needs, so you can focus on enjoying the occasion.

For more information about how Smart Space can turn your meeting into an event, contact us today: phcompany.com/grandspaces
At Principal Hotel Company, we have an approach to events that’s as unique as our venues themselves. We call it Smart Space. You’ll find it at outstanding De Vere, Principal and Partner venues right across the country. Made up of nine service features, it’s been meticulously crafted to create unforgettable events.

Whether you want a unique venue in the heart of the country, or the heart of the city, Smart Space ensures you experience the same level of service. Every time.

For more information about how Smart Space can turn your meeting into an event, contact us today: meetsmartspace.com

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**SMART SPACE**

**MEETINGS**

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INSPIRING OUTDOOR SPACES

EASY BOOKING SERVICE

EXPERIENCES TO SAVOUR

THE RIGHT ENVIRONMENT

TECH SAVVY SUPPORT

MORE REWARDING

PERSONAL CONFERENCE HOST

BREAKOUT WITH BURR & CO. COFFEE

HEALTHY BODY AND MIND EXPERTS

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ROLL OVER THE SMART SPACE FEATURES TO FIND OUT MORE.
Showtime is a unique loyalty scheme from Principal Hotel Company. It’s our way of saying thank you for your conference, training and corporate events business.

As part of the initiative, every month we bring you a range of different rewards. Plus, whenever you make an enquiry with us, we’ll give you free cinema tickets.

Showtime is as simple as it is rewarding. There’s no minimum spend, you get your benefits automatically, and it applies to De Vere and Principal hotels across the UK. And with our dedicated portal, you can check your balance and start treating yourself straight away with our luxury redemption partners or even make a donation to charity.

All that’s left for us to say is enjoy the show.

For more information about how Showtime can turn your meeting into an event, visit showtime-rewards.co.uk
PUT YOUR HANDS TOGETHER FOR GETTING MORE FROM YOUR STAY

Applause is the way we help you get more from your stay. This new loyalty scheme from Principal Hotel Company starts rewarding you with exclusive perks and discounts from the very moment you stay with us.
From savings on your stays to advanced check in services, drinks on the house to an extra hour before check out, there are a host of benefits for our members.

So put your hands together for Applause; the rewards programme that gives you more, the more you stay with us.

It's free to become an Applause member, and signing up only takes a moment at phcompany.com/applause
Trainors’ Club is a free-to-join loyalty scheme specially created to support our trainers. Developed as part of our Smart Space meetings and event service, it ensures your sessions will run as smoothly as possible, whilst also rewarding you with some very pleasant perks.
Through the club you will enjoy smarter benefits, individualised spaces, upgrades and priority parking. Not to mention a host of other benefits that will ensure that you make the most of every visit.

To discover more about how Trainers’ Club can enhance your visits, find out more at phcompany.com/trainersclub
“De Vere has a rich history, but we’re as equally proud of our most recent developments through the sympathetic restoration of our Mansion Houses and event spaces. From the use of rich materials and a keen eye for detail to the creative use of our outdoor spaces, we have a responsibility to make our next chapter as impressive as the last”

LAURIE NICOL
Chief Operating Officer, De Vere
After a recent £100 million refurbishment programme, our elegant collection of De Vere properties are more impressive than ever.
From interior and architectural design to the landscaping of our outdoor spaces, we’re reinvigorating every aspect of our Mansion House hotels.
Our Mission

To put heart and soul into meetings, events and every hospitality moment.

Our Vision

Through our inspired people, rich history and local culture, we bring heart and soul to every experience. All with one simple goal: to make every moment memorable.

Heart & Soul

- Everyone always welcome
- Graciously warm
- Sense of belonging
- Empowered people

Intuitive Approach

- Finger on the pulse
- Anticipate needs
- Trust your instincts
- Surprise and delight

Valued Relationships

- Be genuine
- Our team is your team
- Shared success
- Inspire loyalty

Every Detail Considered

- Practice thoughtfulness
- Every guest, every time
- Look, listen and evolve
- Our business is results
De Vere little differences

At De Vere, our goal is to make every moment you spend with us memorable. We genuinely care about guests and go above and beyond to make every stay special.

We call them De Vere little differences. They’re the things that set us apart and make De Vere, De Vere. Like a complimentary pair of wellies for your walk, vintage bikes for a ride around the countryside, a cuddly fox toy for the kids, a Roberts DAB radio in every room or the stunning Morris Minors dotted around our grounds.

These precious little items not only reflect the rich, British heritage of our properties, but also demonstrate our unwavering commitment to making every detail matter.
Homes of modern heritage

Our Country Estate Hotels have a proud British heritage, and our Mansion Houses are the centrepieces. Each hotel has its own unique story, but all have something in common: they are places where traditional values meet the latest luxuries.

From the flexible conference rooms and event spaces to the well-appointed bedrooms, guests will experience the charm of an historic venue along with modern conveniences like intelligent lighting and super-fast Wi-Fi. This convergence of old and new turns a visit to any of our Country Estate Hotels into a memorable experience.
The greater outdoors

A Country Estate Hotel is nothing without its grounds, and we use ours to great effect. These are outdoor spaces that are designed to impress. Places that conference goers, wedding parties and leisure guests can enjoy.

These are places to think. Places to relax. Places that are an extension of the hotel itself, offering everything from al fresco dining and super-fast outdoor Wi-Fi, to leisure facilities and tree-house retreats that offer inspiring break out spaces. At our Country Estate Hotels, we have made the great outdoors as impressive as our great indoors.
Experiences to savour

Serving up locally sourced ingredients in stylish surroundings, we ensure every moment spent in our bars and restaurants, whether for business or pleasure, is enjoyable and relaxed.

Our food and beverage experiences are created to go beyond the norm, with a fresh, wholesome and nutritional approach. Using the talents of our group chef and expert nutritionist, we’ve developed a set of menus that are in-tune with today’s busy world. So that whether you’re enjoying a casual coffee in our Burr & Co. outlets, a great British breakfast in one of our restaurants, or an evening with friends, family or colleagues in one of our bars, you’ll savour every moment.
Our Country Estate Hotels cater for many different audiences, but when it comes to service it’s the individual that matters. So we do everything we can to make our guests’ special occasions more special.

Whether it’s a workshop, an impressive conference or intimate wedding, we can make the difference between an event and an unforgettable experience. We even have a footman service available to meet our guests’ needs.

Our experience in getting the big things right means that we can pay a lot of attention to the little things too. Ultimately, this attention to detail shows our guests we appreciate how important they are to us. And it explains why so many of them come back.
PRINCIPAL
“At Principal, we have probably the finest collection of landmark hotels in city centre locations that you will find in the UK. The current investment – in the buildings, in our people, and in the guest experience – is breathing new life into these exceptional grande-dame hotels to create destinations for the 21st century.”

DAVID TAYLOR
Chief Operating Officer, Principal
The Principal Blythswood Square Hotel Glasgow
The Principal Grand Central Hotel Glasgow
The Principal St David’s Hotel Cardiff
The Principal Met Hotel Leeds
The Principal Oxford Spires Hotel Oxford
The Principal Birmingham (coming soon)
Principal represents a new instalment in Britain’s great tradition of hospitality: classic, good service with a modern outlook and a distinctly local accent.
Based in landmark buildings in well-known neighbourhoods, each hotel celebrates the stories of its surroundings and offers guests a well-considered blend of heritage and modernity: the ‘best of British.’

**Our Mission**

To celebrate great British hotels that are local at heart
Our Vision

Iconic Settings

‘Our hotels are landmark buildings in cities that changed history. They are architecturally magnificent and rich with stories – but they are not museums. ‘We try to create guest experiences that combine the grandeur and traditions of the past with the warmth, comfort and convenience of the present day.’
Our Vision

Modern Service

‘Most people today like attentive service but without the starch. Our hotels may be grand and historic, but the service is modern-minded, friendly and welcoming to all. ‘We strive to make guests feel at home; that nothing is too much trouble; and that their needs are anticipated and their expectations are surpassed.’

PRINCIPAL
Our Vision

Classic Values

‘Good manners and attention to detail are the principal traits of a good host, and our hotels place our guests’ well-being at the very heart of what we do. ‘From holding open a door to remembering someone’s name at breakfast, we celebrate service and Britain’s great tradition of hospitality.’
Our Values

Distinctive
We offer a standard of service and a wealth of character and heritage that few other hotels can emulate. However, each hotel is distinct from the others by way of its design, its food and drink, and its neighbourhood. Our hotels speak the same language, but always with a local accent.

Intuitive
At Principal, we recognise that everyone who steps into one of our hotels is an individual, with unique tastes and needs; and we have a knack for adjusting our service not only to meet these needs but also to anticipate them. For us, guests are so much more than a room number.

Warm
We nurture a sense of community, where every request is considered and every voice is heard. This feeling of connectedness extends to our neighbours and the city itself. Our guests have a sense of knowing what’s what and we encourage them to ‘join the conversation’.

Generous
As the saying has it, ‘what goes around, comes around’: at Principal, we don’t penny-pinch and we don’t cut corners – we deliver the best we can. Generosity is as much about a spirit as it is about material cost: we take time to make decisions, and to look after our colleagues and our guests.

Local at heart
For us, ‘local’ is more than a token idea, it’s the source of our character. Through the stories we tell, the knowledge we share and the pride of the people who we work with and the cities we call home, we create a sense of belonging that enhances the warmth of the welcome we offer.

PRINCIPAL
Our hotels celebrate their heritage, but they are not stuffy or old-fashioned: our British identity is as rich and as varied as the cities in which our hotels are based. For us, nostalgia comes with a wink, not a sigh - from red, series 7 phones by the bed, to a free tuck box of treats and a corner shop in the lobby. We embrace a certain national stereotype: if all fails, we’ll talk about the weather and offer guests a nice cup of tea.
EST. 1898
PRINCIPAL
HOTEL COMPANY LTD