



Gleneagles

– the iconic Scottish hotel and sporting estate –
is celebrating its transformation

Inspired by Gleneagles' roaring twenties heritage, the quintessentially British hotel is reaffirming its position as a leading luxury destination after a multi-million pound investment project by new owner Ennismore.

Since opening its doors in June 1924, Gleneagles has been one of Scotland's most iconic hotels and sporting estates. Set beneath the Ochil Hills, in the heart of Perthshire, it has been the must-go destination for travellers for nearly a century. Beginning its life in the glamorous age of travel when guests arrived in great style at Gleneagles' very own train station, the 850-acre estate epitomises the natural beauty for which Scotland is famed. With its glorious playground of country pursuits and activities, the hotel is reclaiming its position on the social calendar.



The Glorious Playground

Gleneagles is an authentically Scottish experience, a destination for unparalleled fun and adventure in one of the most luxurious and beautiful settings imaginable. There are few places in the UK that offer the same breadth of opportunities and activities as Gleneagles. From its world-class golf courses and range of country pursuits – over 50 outdoor activities to choose from – to its programme of annual social events, award-winning spa, renowned bars and restaurants, rich heritage and breath-taking location, Gleneagles is a destination like no other.

Now under the ownership of Ennismore, the aim is to ensure Gleneagles takes its rightful place as the finest Scottish seat of luxury and country pursuits, through a significant transformation that salutes the past and signals the future.

A new modern country style

To realise this vision, Gleneagles has enlisted the skills and expertise of some of the UK's most acclaimed designers including David Collins Studio, Timorous Beasties, Macaulay Sinclair, Goddard Littlefair and Ennismore's own in-house design studio – with the aim to create designs and spaces that celebrate the rich, glamorous heritage and beautiful architecture for which the hotel is famed.

BEDROOMS AND SUITES

The hotel comprises 232 luxury bedrooms and suites. The bedrooms are being enhanced with beautiful detailing, fabrics and craftsmanship to create the feel of a warm country estate by Goddard Littlefair. The team has also created intimate corridors to link the hotel spaces together – with antique Persian patterns and special herringbone wall coverings with bespoke lanterns highlighting room numbers. The rooms and suites celebrate the stories of Gleneagles' past through specially-curated furnishings, antiques and art.

The new design of The Royal Lochnagar, the hotel's royal suite, was completed by the Ennismore Design Studio and exudes the grandeur and elegance one expects, but without the stiff formality often associated with the highest tier of hotel suites. The designers' vision for the 170m² space was to create an opulent, charming and relaxing space, which would feel at once glamorous and homely – reflecting the atmosphere of the public spaces within the hotel, as well as the warm Scottish hospitality for which Gleneagles is renowned.

Other suite categories include Estate Suites, Whisky Suites and Spirit Suites. Signature suites include the stately Royal Lochnagar Suite and the more contemporary Blue Tower Suite – both of which have been refurbished.



To drink and dine

Gleneagles is a social hotel, a place where people dream of going to have some fun. The new design means there's even more spaces where guests can mingle, relax and better enjoy the dramatic views of the Perthshire countryside whilst creating a welcoming environment that feels more akin to a home or a private club than a hotel. There is nowhere that exemplifies the hotel's style better than in its restaurants and bars. There is something for everyone - from relaxed Clubhouse lunches to Michelin starred fine dining.

THE CENTURY BAR

(Refurbished)

The beating heart of the hotel - has been stunningly refurbished by David Collins Studio. Touching upon the surrounding landscape, the design was developed to reference the four seasons of Scotland that are defined through distinctive textiles and tone. The existing interior architecture is celebrated with the original panelling being restored to its former grandeur. Garnet red is used as the feature colour and David Collins Studio collaborated with local Scottish artisans on many of the design accents including Ramoyle Glass, Johnstons of Elgin and Scottish ceramicists including Vanessa Bullick and Adam Pottery. The bar has one of Scotland's finest collections of old and rare whiskies.

AUCHTERARDER 70

(New)

At the famous Dormy Clubhouse there has been the introduction of a new craft beer bar - Auchterarder 70 - named after the hotel's original telephone number and created by design house Macaulay Sinclair. The 1920s style evokes the rich nostalgia of this famous clubhouse with reclaimed oak parquet block flooring, fluted oak wall panelling, and decorative gloss-painted timber-arched panelling, which references Gleneagles' railway station and carriage seating.

THE GLENDEVON

(New)

Originally the hotel's grand drawing room, The Glendevon had in recent decades become an event space - most famously for the G8 Summit of world leaders in 2005 and has now been transformed into a new residents lounge and afternoon tea room. With the most beautiful aspect in the hotel, this elegant and historic room has been redesigned by David Collins Studio to celebrate the natural hues of Scotland's flora and fauna, offering panoramic views out onto the Ochil Hills and opening onto a stunning sun terrace. It is the ideal venue for all day relaxation - to sit back, relax and take in the view.





THE BIRNAM BRASSERIE

(New)

The hotel's newest restaurant, The Birnam Brasserie, offers all-day dining from a menu comprising classic and modern dishes using seasonal and locally-sourced Scottish produce in an elegant, atmospheric and relaxed setting. A beautiful mosaic floor and bistro-style décor, inspired by the grand Parisian cafés of the early twentieth century, brings a refined ambience to the space created by the Ennismore Design Studio. The Winter Garden and roaring open fire add warmth and a lively buzz - making The Birnam Brasserie the perfect social hub for relaxed family suppers, long and lazy Sunday brunches, and wonderful breakfasts.

The brasserie is named after the ancient Birnam Oak - the last remaining fragment of Birnam Wood, located 30 miles from the hotel and made famous by Shakespeare's Macbeth. Over the last decade, Gleneagles has raised hundreds of thousands of pounds through a nominal check-out donation scheme to support wildlife conservation projects in the region. One of the most high profile of these projects was emergency work on the Birnam Oak, to ensure the tree's survival for future generations.

THE AMERICAN BAR

(New)

The brand new American Bar - the hotel's most glamorous, opulent and exclusive space - has seen the revival of a bar that was part of the hotel's original offering in the age of decadence. Reminiscent of the iconic bars of the 1920s and 30s, the lighting, exquisite furnishings and David Collins Studio design has created an intimate atmosphere in which to enjoy an exceptional collection of cocktails inspired by the roaring '20s.

The Head Bartender, Ludovica Fedi, researched drinks ingredients and methodologies from the era to create the drinks list and pays tribute to the great characters and pastimes of this heady time, in a beautiful drinks list which includes Chanel's predecessor 'Poiret', the 'Flapper' and 'Deauville'. The menu includes Champagnes by the glass, bottle and magnum, complemented by a delicate caviar selection. The American Bar is also home to a full set of Gordon & MacPhail Private Collection Ultra whiskeys - the only bar in the world to have a full set of all four. These four extremely rare whiskeys were chosen jointly by members of the third and fourth generations of the Urquhart family and released under the prestigious Private Collection Ultra Label

THE GARDEN CAFÉ

(New)

Another exciting development is the recent launch of The Garden Café, which includes a charming outside terrace overlooking a courtyard garden. The cafe provides a wonderful new space for guests to enjoy a range of artisan coffees, teas, homemade ice-creams, freshly baked snacks and the opportunity to stock up on the new fine foods range, Gleneagles & Co.





THE STRATHEARN

One of Scotland's most sophisticated yet buzzy destination restaurants, The Strathearn recreates the elegance of a bygone era with a theatrical flourish. Silver butler trays are whisked with calm confidence between the grand pillars to candlelit tables, filling the air with the scent of flambéed cognac, whisky, pernod and caramelised Grand Marnier. Steeped in rich Franco-Scottish tradition, the chefs serve seasonal, locally sourced classic favourite dishes (lobster Thermidor, Chateaubriand, crêpe Suzette and Scottish smoked salmon) from traditional walnut trolleys. The Strathearn is also home to the legendary Gleneagles breakfast and Sunday lunch

ANDREW FAIRLIE

Gleneagles is also home to Scotland's only two Michelin starred restaurant - Andrew Fairlie - which in 2017 joined the prestigious Les Grande Tables du Monde, one of just seven such establishments in the UK. Andrew is one of the country's most celebrated chefs and his menu blends the best Scottish produce with classic French techniques inspired by his time training in the southwest of France. The restaurant places a strong emphasis on provenance and Andrew grows many of the dishes' ingredients in his Victorian walled garden, as well as sourcing fine meats and fish from suppliers close to home.

THE CELLARS

For a completely different dining experience Gleneagles' atmospheric cellars are home to The Sommelier's Table - the perfect place for wine lovers to enjoy dinner, tastings and drinks. In addition, the hotel offers tours of the cellars with knowledgeable sommeliers who can guide guests through the hotel's 17,000 bottles of wine, pour samples, and help to pick out the perfect bottle to enjoy with lunch or dinner.

THE DORMY RESTAURANT

The Dormy Restaurant's laidback charm make it a favourite with families, friends and golfers alike. The open fire and inspiring views across the iconic King's and Queen's courses create the perfect atmosphere for relaxation, while a hearty menu of grill classics and specialities from the tandoor oven appeals to all tastes and appetites. Adjoining the Dormy Restaurant is the unique Blue Bar - a private, bookable, outdoor space for small groups - an ideal place to enjoy a single malt and a cigar under the stars.

GLENEAGLES & CO

(New)

The launch of Gleneagles' new fine foods range, Gleneagles & Co, has seen the hotel collaborating with a number of local producers, to celebrate the wealth of traditional recipes, cooking heritage and high quality ingredients in Perthshire and across Scotland. The first phase of the range encompasses pantry favourites - including jams, oils, vinegars, dressings, shortbread, oatcakes and chocolates - and is available to purchase exclusively from Gleneagles' new Garden Café. This new offering gives people the opportunity to enjoy locally-sourced products that have the Gleneagles kite mark of excellence - offering a little taste of Gleneagles luxury at home every day. The Gleneagles & Co range has also been incorporated into menus across the hotel.





A World of Pursuits

Gleneagles offers the perfect retreat for those looking for authentic relaxation, fun and adventure. It has an unrivalled range of pursuits including over 50 outdoor activities, led by a passionate team of experts who are truly the leaders in their field. Guests can try their hand at falconry with Harris Hawks; horse riding in the state-of-the-art equestrian centre; indoor and outdoor tennis; off-roading; cycling; gundog training; extensive clay pigeon, game shooting and archery; ferret racing; fly fishing; and an award-winning spa. Located just one hour from Glasgow and Edinburgh airports and with its own railway station serviced by trains from London and around the UK, the hotel is ideally suited for a weekend break or extended stay.



TENNIS



GOLF



RIDING



OFF-ROAD DRIVING



GUN DOGS



FALCONRY



SHOOTING



FISHING



CYCLING



ARCHERY

Bob & Cloche

(New)

Launched in October 2017, Bob & Cloche is an exciting new beauty destination. Formerly one of the hotel's gate lodges, it has been transformed into an elegant beauty lodge, and is named after two style motifs of the Jazz age - the racy 'bob' haircut, and the close-fitting 'cloche' (meaning 'bell') hat. The various beauty rooms showcase bespoke golden-framed mirrors, opulent furnishings and a striking colour palette. A stylish relaxation area with its roaring fire is reminiscent of a cosy drawing room and is the perfect place for friends to unwind between treatments, while the luxurious dressing room adds glamour and fun to the ritual of trying on outfits and perfecting a look before dinner. Bob & Cloche's team of expert therapists and stylists are putting the glamour back into grooming, through a unique range of beauty treatments and packages for individuals, couples and groups of friends.



Little Glen & The Den

(New)

Little Glen and The Den are exciting adventure areas for junior guests. Little Glen, a colourful and fully supervised crèche for 2 - 9 year olds, is a safe and fun play environment with a bright, fresh colour scheme, tactile furnishings and an arts and crafts workshop, designed to stimulate play, interaction and learning. Little Glen's countryside theme - its indoor treehouse; toy campfire and tepees; play stables with hobby horses; Gleneagles railway carriage; and pretend grass flooring scattered with 'cuddly' wildlife chairs - reflects the natural beauty of the estate and local landscape and brings a feeling of the outdoors inside. The Den, an unsupervised recreation space for 6 - 15 year olds, features a variety of stimulating and interactive play resources - from PS4s, Xboxes, a cinema, a photo booth, arts and crafts, pool and air hockey, to traditional games like Chinese Checkers, Dominoes, Backgammon and Charades.

Facilities at a Glance:

- Rooms & Suites: 232 luxury bedrooms, including 27 suites
- Event Spaces: a range of versatile event spaces overlooking breath-taking scenery
- Seven restaurants and bars, including Andrew Fairlie - Scotland's only two Michelin-starred restaurant
- A host of leisure pursuits (over 50 outdoor activities) including off-road driving; fishing, horse-riding; falconry; shooting; archery, gundog training and tennis
- Three championship golf courses: The King's, The Queen's and The PGA Centenary Course - Host Venue of the 2014 Ryder Cup, the 2018 European Golf Championships and the 2019 Solheim Cup
- An award-winning destination spa, including a wellness centre spanning traditional Chinese medicine, acupuncture, physiotherapy and dedicated beauty lodge
- Complimentary access to an indoor and outdoor swimming pool, gym, outdoor tennis courts, croquet and pitch and putt
- Direct train access from London in just 5 hours or daily flights from London to Edinburgh and Glasgow. Gleneagles is a 45mins drive from Edinburgh airport

Into the future

As Ennismore's investment programme continues throughout 2018, there are a range of other exciting projects in the pipeline. These include the proposed development of two properties - the stunning Category A-listed former Bank of Scotland flagship building in St Andrews Square, Edinburgh, and a beautiful Grade I-listed townhouse on Grafton Street in London's Mayfair - which are to be transformed into exclusive Gleneagles clubs. Subject to planning, the developments will feature bars, lounges, restaurants, retail and events spaces, and the Edinburgh club will also have a handful of bedrooms. Both properties will celebrate the traditions and glamour of country life at the iconic hotel and sporting estate in Auchterarder, while offering a rich programme of events.



In January 2018, works began in The Dormy Clubhouse, to redesign The Dormy Restaurant and create a brand new golf shop - which we look forward to unveiling in spring 2018.

We're also developing an exciting new hotel wing, to create a flexible range of meeting, event and private dining spaces for groups of up to 100. Celebrating Gleneagles' rich heritage and echoing the beautiful designs that have transformed the rest of the hotel, the development blends country house tradition and luxury with a relaxed vibe and contemporary style. The various rooms, which draw inspiration from original rooms within the hotel - including the former reading room, card room and broadcasting room - provide a motivational setting for groups to come together, whether for business or for pleasure.

Rates start from £275 per night based on two people sharing on a bed and breakfast basis.

www.gleneagles.com

Social

Twitter: @Gleneagleshotel

hashtag: loveglen

Instagram: @thegleneagleshotel

About Ennismore

Ennismore is the global hospitality company and curator of unique properties and experiences based in London and founded by Sharan Pasricha. Part real estate developer, part operator and part in-house creative and design studio, the multidisciplinary team is currently building on the Scottish legacy of Gleneagles, crafting the global expansion of The Hoxton - a series of open-house hotels as well as launching several standalone restaurants. <http://ennismore.com/>

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