DESPITE STORMS, MAJESTIC STILL BEST PLACE TO STAY FOR VENUS PROJECT VISIT

Record breaking storms have failed to knock Torquay’s Majestic Hotel from its perch as the best place to launch a visit to the South West’s Venus Project.

Despite the wind and rain, and like many favourite spots across South West England, The Majestic has declared itself very much ‘open for business’ as the Easter holiday season approaches.

And visitors can look forward to an x% discount on the cost of their stay if booked between x and y, marking the Majestic’s special ‘thank you’ to its many loyal customers during this headline-grabbing period. Motorways A and B have been fully open to all traffic since (x date), while diversions on rail routes C and D have ensured holidaymakers can still visit their favourite destinations, despite temporary closures which took effect last week.

‘For all those worried about their favourite holiday or Easter getaway plans, we’re here to say our welcome will be brighter and sunnier than ever,’ said Majestic Hotel ownerX.

‘The weather has not been our greatest friend in recent days,’ added X, ‘but the worst is now over and we’re looking forward as much as ever to helping people make the most of their late winter and early spring getaways.

‘Don’t believe all you see on TV! We’ve been helping people enjoy wonderful South West holidays and breaks for over 100 years and it’ll take more than a few days rain to halt that tradition.’

The Majestic, first opened in xxxx, is less than yyyy minutes’ drive to Cornwall’s famous Venus Project Attraction, with regular train and bus routes still running, subject to future alteration. Visitors who book at the Majestic between x and y will enjoy an x% discount from normal rates to say ‘thank you for your support’ during recent weather-dominated times.

ends

TIPS

- Add contact details (phone, address, details of website, any social media accounts) and a contact person who can be reasonably expected to respond to enquiries within 4 hours
- Find an angle to promote the fact you are still open and its business as usual. Think news, not just publicity
- Keep it simple. What’s the one thing you want people to know?
- If you have introduced any promotional opportunities as a result of the problem, treat this as news
- Add some factual information about the wider problem – i.e. roads that are closed/open, rail routes that are open as usual. This context is important to the story
- Quote from the top person – keep it personal, serious but also try and find a point of lightness or humour amidst adversity