



T H E
A U C K L A N D
H O T E L

Dear All Tour Organisers

Please allow us to introduce ourselves, we are a well-established, family run hotel comprising four family partners: Valerie, Peter and Jason Bracken, and Lisa Sadler. Working alongside us is our general manager, Nigel Walker. We have been specialising in coach party accommodation for the last 30 years. We have won the category '**Best Individual Hotel for Groups**' several times in The Group Travel Awards, as voted by group organisers and, in 2007, we were runner- up for '**Best Provision of Disabled Facilities**'. We have also been awarded 'Trip Advisor Certificate of Excellence' for 2013 & 2014 & 2015. It is our belief that an enjoyable holiday is made up of cleanliness, good food, comfortable surroundings, convivial company and personal service; which we are confident you will find at The Auckland. During the main holiday season there is entertainment most nights. Our out of season (November and December) 'Mistletoe & Wine Breaks' and 'Through the Ages' (March and April) are extremely popular. All our rooms are en-suite, with TV, tea making facilities and central heating.

The Auckland is situated on the sea front, on the Central Promenade, offering a spectacular view of the sea and the Lakeland hills behind. The hotel is within easy access of all the main amenities, for example: Gala Bingo, Morecambe Super Bowl, Cinemas, Shopping Centre, Markets, The Platform events arenas and Happy Mount Park. The newly refurbished promenade offers an interesting and level walk around the bay with its much-acclaimed Eric Morecambe Statue, Tern Project and the beautiful Stone Jetty.

Although there is much to do in the town itself, neighbouring Lancaster offers a good shopping centre and many places of interest. Perhaps one of the main advantages of choosing Morecambe as your holiday destination is that it provides a great base for your party. Often described as 'The Gateway to the Lakes' Morecambe can provide access to more than the Lake District (beautiful though it is!). Why not take a trip to the market towns of Kendal, Skipton or Kirkby Lonsdale, explore the Yorkshire Dales; or in the other direction, visit the Fylde Coast (Blackpool, Fleetwood, Poulton-le-Fylde, Southport etc.)?

If you should decide to bring a party to us, we offer: one free place for groups over 30 people and two free places over 45. Our group rates apply to all groups of over 20 people and we are happy to quote for smaller groups. We have access to secure coach parking a short distance from the hotel, with transport for the driver generally provided.

We endeavor to make the stay for all our guests as comfortable and enjoyable as we possibly can. If you require any further details, please do not hesitate to contact us.

Yours sincerely

The Bracken & Sadler Family