



January - December 2026

A warm welcome awaits  
you at all of our hotels

# 2026 Self Drive *Holidays*

01257 248042   [alfaholidays.co.uk](http://alfaholidays.co.uk)



# Explore the best British holiday locations

Hello, and a warm welcome to our 2026 Self Drive Holiday Brochure.

We are excited to share the news that this year Alfa Travel is becoming Alfa Holidays and Leisureplex Hotels is becoming Alfa Hotels. This rebrand reflects our continued commitment to offering unbeatable value for money Self Drive Holiday packages all under one trusted name, Alfa.

Our Self Drive Holidays are full of choice, offering a variety of durations and destinations including our brand new Derwentwater Hotel. Our hotels provide a comfortable base from which to explore the UK, from beaches to lakes and mountains, our resorts offer something for everyone.

Make your own way to the hotel, explore at your leisure, and rest reassured you will receive the quality accommodation and premium service that comes with every Alfa holiday.

Whether you have stayed with us before or are looking to holiday with us for the first time, we look forward to welcoming you to one of our Alfa Hotels and thank you for your continued support.

**Best Wishes,  
The Alfa Holidays Team**

## BLACKPOOL

### Alfa Self Drive Holidays include

- ✓ Choice of **25 Alfa Hotels**
- ✓ **Choice of duration**  
(3, 4, 6, 7 or 11 Nights)
- ✓ **Cooked** and **Buffet Breakfast**  
options
- ✓ **Three course** evening meal
- ✓ **En-suite rooms**
- ✓ **Wi-Fi**
- ✓ **Entertainment every evening**  
in Spring, Autumn, festive periods  
and most evenings in Summer

- ✓ **Ferry tickets** for Isle of Wight  
and Dunoon holidays

- ✓ **Celebration packs** available  
at all Alfa Hotels

Contact our reservations team on  
**01257 248042** or email  
**[reservations@alfaholidays.co.uk](mailto:reservations@alfaholidays.co.uk)**  
to add a celebration pack to  
your booking.



# Contents

<b>South West England</b>	<b>7</b>
1 <b>Weston-super-Mare</b> - Anchor Head Hotel	8
2 <b>Ilfracombe</b> - Imperial Hotel	9
3 <b>Newquay</b> - Eliot Hotel	10
4 <b>Torquay</b> - Metropole Hotel	11
5 <b>Torquay</b> - Regina Hotel	12
6 <b>Exmouth</b> - Cavendish Hotel	13
<b>South &amp; South East England</b>	<b>14</b>
7 <b>Weymouth</b> - Royal Hotel	15
8 <b>Bournemouth</b> - Norfolk Royale Hotel	16
9 <b>Shanklin</b> - Shanklin Hotel	17
10 <b>Sandown</b> - Bayshore Hotel	18
11 <b>Bognor Regis</b> - Royal Norfolk Hotel	19
12 <b>Eastbourne</b> - Queens Hotel	20
<b>East Coast England</b>	<b>21</b>
13 <b>Great Yarmouth</b> - New Beach Hotel	22
14 <b>Cromer</b> - Hotel De Paris	23
<b>Yorkshire</b>	<b>24</b>
15 <b>Bridlington</b> - Monarch Hotel	25
16 <b>Scarborough</b> - Cumberland Hotel	26
<b>North West England</b>	<b>27</b>
17 <b>Keswick</b> - Derwentwater Hotel	28
18 <b>Blackpool</b> - Queens Hotel	29
<b>Wales</b>	<b>30</b>
19 <b>Llandudno</b> - Hydro Hotel	31
20 <b>Criccieth</b> - George IV Hotel	32
21 <b>Tenby</b> - Cliffe Norton Hotel	33
22 <b>Porthcawl</b> - Seabank Hotel	34
<b>Scotland</b>	<b>35</b>
23 <b>Melrose</b> - Waverley Castle Hotel	36
24 <b>Dunoon</b> - Selborne Hotel	37
25 <b>Fort William</b> - Croit Anna Hotel	38
<b>Self Drive with Coach Excursions</b>	<b>39</b>



## Hotel icon key:



Lifts



Wi-Fi



Entertainment



Swimming Pool



Tea & Coffee

## Financial Security Statement

Alfa Holidays are members of the Bonded Coach Holiday Group, overseen by The Association of Bonded Travel Organisers Trust Limited. This is a government approved consumer protection scheme. This ensures that in relation to the holidays described in this brochure (or website) that a Bond, which may be called upon in the unlikely event of the members Insolvency, protects the clients' monies.

Clients are recommended to inspect the current membership certificate at our registered office or alternatively go to [www.bch-uk.org](http://www.bch-uk.org) or telephone 0207 7065 5316 to confirm current membership.

For full terms and conditions please visit our website at [alfaholidays.co.uk](http://alfaholidays.co.uk) or request a copy of our Alfa Holidays Coach Holiday brochures.



# We are **so much more** than just a hotel group

At Alfa, we want to create lasting memories in your home away from home. Each resort location has been specially selected for the beauty and interest it offers, and our hotels have been designed with you in mind. From a warm welcome on arrival, to the very last minute of your stay, our friendly teams will be on hand to make sure your stay is one to remember.

As we expand our hotel collection across England, Scotland and Wales, there's even more choice for you. Whether you're looking for sun and sea on the English Riviera, or the striking mountain views of the Lake District, Alfa Hotels has something for everyone.



 HOTEL DE PARIS, CROMER



# Relaxing rooms for everyone

Across our Alfa Hotels, you'll find a range of rooms to choose from.

## Available at all hotels:



### Standard Double or Twin Rooms

Standard Double and Twin Rooms available in all Alfa Hotels



### Standard Single Rooms

No Supplements on Standard Single Rooms

## Supplements:



### Superior Rooms:

All year £10



### Cosy Double Rooms:

All year £15



### Room with a View:

Oct – Apr £26, May – Sept £28

## Available at selected hotels:



### Room with a view

Make the most of our stunning locations with a view of the sea, lakes or mountains and gardens



### Cosy Double Rooms

Exclusively for solo travellers who want the added comfort of a double bed



### Superior Rooms

Available in selected hotels treat yourself to a little luxury with stylish furnishings, mini-fridge and drinks selection, smart TV, safe and ironing facilities.



### Family Rooms

For family holidays, these larger rooms are designed for 3 or 4 guests to share.



## Homely lounges and bars

All of our hotels feature cosy, relaxing areas where you can enjoy a drink, chat with friends or read a book. Many of our lounges boast fantastic panoramic views of the surrounding area, welcoming the outside beauty in to the hotel.



## Onsite entertainment

Throughout Spring and Autumn you will find entertainment every evening in all Alfa hotels, including singers, musicians and comedians. We host regular Bingo games with great prizes up for grabs.



## Home cooked food

Start the day the right way with a hearty cooked breakfast or a selection of cereals, fruit and yoghurt. Every evening we offer a varied three course menu, complete with vegetarian and vegan options.

# Amazing Spring Offers



## Free Drink Every Evening

Have a drink on us! Enjoy a complimentary glass of wine, beer or a soft drink with dinner every evening until the end of April, on all Spring Holidays.



## Entertainment Every Evening

When you stay in an Alfa Hotel, you will find entertainment every evening on our Spring Breaks until the end of April.



## Half Price Bar

Book a Spring Break and take advantage of our fantastic half price bar offer on selected drinks every evening up to the end of April. Available on Spring Breaks staying in Blackpool, Criccieth, Torquay, Great Yarmouth, Ilfracombe, Exmouth, Sandown, Fort William\*, Dunoon\*

### \*Terms and conditions:

Half price bar runs for more than 72 hours in accordance with Scottish Laws.

# Always improving

Every refurbishment we make is with you in mind, we want to make your stay as enjoyable as possible. In 2025 we installed stylish improvements to the bar, lounge and dining areas at the Royal Hotel, Weymouth, Norfolk Royale Hotel, Bournemouth and the Seabank Hotel and George IV Hotel in Criccieth.



**DERWENTWATER HOTEL**

This year you'll see a multi-million pound investment being made to upgrade areas of our newest Hotel, the Derwentwater, so that it's ready to welcome you from March 2026.



**NORFOLK ROYALE HOTEL**



**DERWENTWATER HOTEL**



# Explore the South West

Stunning landscapes that melt together with rolling hills and postcard-shot beaches, the largest of all regions in England often feels pleasantly off the beaten track. In this part of the country you can discover endless Areas of Outstanding Natural Beauty, cream teas, fruity cider and crumbly cheeses.



**Go online**  
**alfaholidays.co.uk**  
for further details

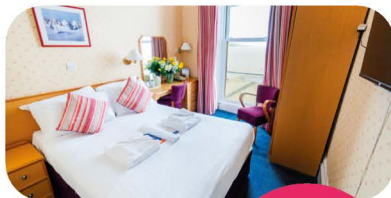


**1 ILFRACOMBE**



## Alfa Hotels in this area

- |          |                                 |    |
|----------|---------------------------------|----|
| <b>1</b> | Anchor Head - Weston-super-Mare | 8  |
| <b>2</b> | Imperial Hotel - Ilfracombe     | 9  |
| <b>3</b> | Eliot Hotel - Newquay           | 10 |
| <b>4</b> | Metropole Hotel - Torquay       | 11 |
| <b>5</b> | Regina Hotel - Torquay          | 12 |
| <b>6</b> | Cavendish Hotel - Exmouth       | 13 |



**Cosy Double Rooms**

**Room with a view**

**Family Rooms**

## Anchor Head Hotel

Weston-super-Mare, Somerset



☎ 01934 620880  
 ✉ anchor@alfahotels.co.uk  
 📍 Claremont Crescent, Weston-super-Mare, Somerset, BS23 2ED

**2 NIGHTS**  
 FROM  
**£99**  
 PER PERSON

Weston-super-Mare, Somerset's best known holiday resort, is situated in a sheltered bay at the foot of the Mendip Hills with views across the Bristol Channel to South Wales. There are many Victorian and Edwardian terraces interspersed with colourful parks and gardens. Attractions include the magnificent Grand Pier, dancing in the famous Winter Gardens and top class cabaret and big star names performing at the Playhouse theatre. Situated by Birnbeck Pier, close to the boating slipway and beach, with spectacular sea views across the channel from our lounge, restaurant and from many of the hotel's bedrooms. The hotel features a restaurant, a quiet lounge, bar with dance floor and entertainment on most evenings. The hotel also boasts an outdoor terrace, perfect for catching the sun and enjoying spectacular sea views across the resort. Weston is close to the historic cities of Bath and Bristol and the resort's position means they are perfect for a day trip with some lovely scenery en-route.

### Additional Information

- ✓ Ground floor rooms available
- ✓ Free on street car parking
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

### Nearby

- ✓ Cheddar Gorge
- ✓ Bath, Minehead, Wells
- ✓ The Italian Gardens
- ✓ Helicopter Museum
- ✓ West Somerset Railway
- ✓ Street, Taunton, Bristol

2 Nights -3100SD	3 Nights -4100SD	4 Nights -5100SD	6 Nights -102SD	7 Nights -100SD	Festive Nights
February <b>£99</b>	January <b>£129</b>	January <b>£179</b>	February <b>£259</b>	January <b>£299</b>	<b>Christmas (Dec 23)</b>
March <b>£99</b>	February <b>£139</b>	February <b>£189</b>	March <b>£279</b>	February <b>£309</b>	4 Nights <b>£459</b>
December <b>£119</b>	October <b>£169</b>	March <b>£199</b>	April <b>£325</b>	March <b>£339</b>	7 Nights <b>£675</b>
	November <b>£179</b>	April <b>£219</b>	May <b>£345</b>	April <b>£359</b>	<b>1100SD</b>
		May <b>£279</b>	June <b>£395</b>	May <b>£439</b>	11 Nights <b>£999</b>
		June <b>£309</b>	July <b>£395</b>	June <b>£449</b>	<b>Twixmas (Dec 27)</b>
		July <b>£309</b>	August <b>£395</b>	July <b>£449</b>	3 Nights <b>£255</b>
		August <b>£309</b>	September <b>£369</b>	August <b>£449</b>	7 Nights <b>£629</b>
		September <b>£299</b>	October <b>£339</b>	September <b>£419</b>	<b>New Year (Dec 30)</b>
		October <b>£229</b>	November <b>£339</b>	October <b>£389</b>	4 Nights <b>£389</b>
		November <b>£269</b>		November <b>£389</b>	
		December* <b>£269</b>		December* <b>£389</b>	

\*Excluding Christmas, Twixmas and New Year




**Half Price  
Bar Offer**


**Cosy Double  
Rooms**

**Room with  
a view**

**Family  
Rooms**

## Imperial Hotel

Ilfracombe, Devon


 01271 862536

 imperial@alfahotels.co.uk

 Wilder Road, Ilfracombe, Devon,  
EX34 9AL

**2 NIGHTS  
FROM  
£99  
PER PERSON**

Ilfracombe is the premier resort in North Devon, situated between the breathtaking scenery of Exmoor to the east and the spectacular beaches of Croyde and Woolacombe to the west. For the energetic there are splendid walks along the Coastal Path, the famous Torrs walks or swimming from the Tunnel beaches and coves. For those who prefer to take things a little bit easier, you can simply stroll through the delightful gardens or watch the ever-changing harbour scene. A boat trip is a "must" during your stay to see the spectacular cliffs of North Devon or visit the magical Lundy Island. In one of the best positions in Ilfracombe, overlooking Wildersmouth beach and the Landmark Theatre, the hotel is just a short stroll away from the high street and harbour. The hotel features a large restaurant and bar and entertainment room with dance floor, where you will find entertainment most evenings. You will also find fantastic sea views from many of the hotel's bedrooms.

### Additional Information

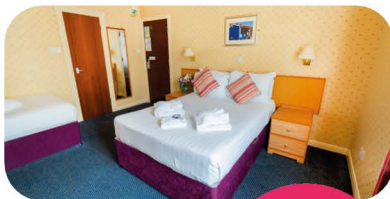
- ✓ Limited free hotel parking, public car parks available nearby
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift to all floors (steps to some rooms on split level floors)

### Nearby

- ✓ Lynton & Lynmouth
- ✓ South Molton
- ✓ Bideford
- ✓ Wells
- ✓ Exmoor Steam Railway
- ✓ Lundy Island
- ✓ Barnstaple

2 Nights -3110SD		3 Nights -4110SD		4 Nights -5110SD		6 Nights -112SD		7 Nights -110SD		Festive	
March	£99	March	£139	February	£179	March	£269	March	£299	<b>Christmas (Dec 23)</b>	
				March	£189	April	£299	April	£339	4 Nights	
				April	£209	May	£359	May	£389	7 Nights	
				May	£259	June	£369	June	£409	<b>1110SD</b>	
				June	£299	July	£369	July	£409	11 Nights	
				July	£299	August	£369	August	£409	<b>Twixmas (Dec 27)</b>	
				August	£299	September	£359	September	£399	3 Nights	
				September	£289	October	£349	October	£379	7 Nights	
				October	£239					<b>New Year (Dec 30)</b>	
				November	£239					4 Nights	
				December*	£239						

\*Excluding Christmas,  
Twixmas and  
New Year

Cosy Double  
RoomsFamily  
Rooms

## Eliot Hotel

Newquay, Cornwall



☎ 01637 878177

✉ eliot@alfahotels.co.uk

📍 Edgcombe Avenue, Newquay,  
Cornwall, TR7 2NH

**2 NIGHTS**  
FROM  
**£99**  
PER PERSON

Newquay is Cornwall's premier holiday resort boasting some of the finest coastline and beaches in Europe. The heart of the town is the old harbour; it spreads along the cliff tops which stand behind the eleven magnificent sandy beaches. Newquay offers wonderful cliff and beach walks, a picturesque harbour and the variety of activities you would expect from such a major resort. Along the coast from Newquay you will find many towns and villages which make perfect places to stop and take in the stunning scenery. Close to the magnificent Great Western and Tolcarne beaches with their crystal clear sparkling waters, the hotel is just a short stroll away from the seafront, resort's shopping area and harbour. The hotel features a comfortable lounge, games room, large restaurant and entertainment room with dance floor, where entertainment can be found most evenings. The hotel also boasts an outdoor pool, open May-September and a relaxing outdoor area where you can soak up the sun and enjoy a drink by the pool.

### Additional Information

- ✓ Free hotel car parking available
- ✓ Free Wi-Fi throughout
- ✓ Lift to all floors (steps to some rooms on split level floors)

### Nearby

- ✓ Eden Project
- ✓ Bodmin
- ✓ Tintagel
- ✓ St Ives
- ✓ Lost Gardens of Heligan
- ✓ Bodmin & Wenford Railway
- ✓ Penzance
- ✓ Land's End
- ✓ Padstow

2 Nights - 3130SD		3 Nights - 4130SD		4 Nights - 5130SD		6 Nights - 132SD		7 Nights - 130SD		Festive	
February	£99	February	£149	February	£179	February	£269	February	£299	<b>Christmas (Dec 23)</b>	
March	£99	March	£159	March	£189	March	£279	March	£319	4 Nights	£459
		April	£169	April	£249	April	£349	April	£389	7 Nights	£669
		October	£169	May	£289	May	£379	May	£425	1130SD	
		November	£179	September	£299	October	£339	June	£435	11 Nights	£999
				October	£269			July	£435	<b>Twixmas (Dec 27)</b>	
				November	£229			August	£435	3 Nights	£255
				December*	£229			September	£399	7 Nights	£589
								October	£375	<b>New Year (Dec 30)</b>	
										4 Nights	£389

\*Excluding Christmas,  
Twixmas and  
New Year





## Metropole Hotel

Torquay, South Devon



☎ 01803 293682

✉ metropole@alfahotels.co.uk

📍 Belgrave Road, Torquay,  
South Devon, TQ2 5HN

**2 NIGHTS**  
FROM  
**£99**  
PER PERSON

Torquay is one of Britain's most famous resorts, situated at the heart of 22 miles of unspoilt coastline known as the "English Riviera" because of its mild climate, sparkling blue waters, blue-flag beaches, attractive gardens and palm tree lined seafront. It offers variety, day and night, from its bustling harbour and marina to its exclusive shops, sophisticated restaurants and bars. Torquay's spectacular modernised waterfront provides a continental atmosphere with its attractive cafés and shops, luxury yachts and beautiful footbridge across the inner harbour. Situated in the heart of Torquay's hotel district, the Metropole hotel offers a great location to explore beautiful Torquay and the well-renowned English Riviera. The hotel features a restaurant, relaxing lounge and bar with dance floor, where you can find entertainment on most evenings. The hotel also boasts an outdoor seating area, perfect for soaking up the sun.

### Additional Information

- ✓ Free hotel car parking available
- ✓ Ground floor rooms available
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

### Nearby

- ✓ Exeter
- ✓ Plymouth
- ✓ Paignton
- ✓ Teignmouth
- ✓ South Devon Railway
- ✓ Dartmoor National Park
- ✓ Buckfast Abbey
- ✓ Dartmoor National Park

2 Nights - 3151SD		3 Nights - 4151SD		4 Nights - 5151SD		6 Nights - 153SD		7 Nights - 151SD		Festive	
February	£99	February	£139	February	£179	February	£269	February	£309	<b>Christmas (Dec 23)</b>	
March	£99	March	£149	March	£189	March	£279	March	£319	4 Nights	£469
October	£99	April	£159	April	£229	April	£339	April	£385	7 Nights	£699
November	£99	November	£179	May	£279	May	£389	May	£449	<b>1151SD</b>	
				June	£309	June	£429	June	£485	11 Nights	£1059
				July	£309	July	£429	July	£485	<b>Twixmas (Dec 27)</b>	
				August	£309	August	£429	August	£485	3 Nights	£255
				September	£299	September	£399	September	£445	7 Nights	£619
				October	£229	October	£329	October	£379	<b>New Year (Dec 30)</b>	
				November	£229			November	£399	4 Nights	£339
				December*	£229						

\*Excluding Christmas,  
Twixmas and  
New Year

**Half Price  
Bar Offer**



**Cosy Double  
Rooms**

**Room with  
a view**

**Family  
Rooms**

## Regina Hotel

Torquay, South Devon



☎ 01803 292904

✉ regina@alfahotels.co.uk

📍 Victoria Parade, Torquay,  
South Devon, TQ1 2BE

**2 NIGHTS  
FROM  
£99  
PER PERSON**

Torquay is a seaside town located on the south coast of Devon. It is situated on the English Riviera, a stretch of coastline along the English Channel known for its warm climate, picturesque setting and beautiful beaches. The town is built around a natural harbour and surrounded by scenic hills. Torquay has something to offer everyone: by day you can relax on one of the clean sandy beaches, explore the bustling harbour and marina and the excellent shops or if you are feeling more active there are lovely walks, or activities such as sailing, bowls, golf or fishing.

By night you'll be spoilt for choice: there are theatres and cabarets and of course you'll see the lights illuminating the promenade reflected across the beautiful bay. You can enjoy the spectacular views of the harbour from the hotel's bar and lounge and from many of the bedrooms. The hotel features a restaurant and bar with dance floor and entertainment most evenings.

### Additional Information

- ✓ Public car park directly opposite the hotel
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

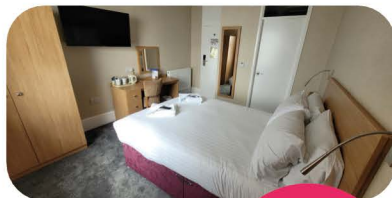
### Nearby

- ✓ Exeter
- ✓ Plymouth
- ✓ Paignton
- ✓ Teignmouth
- ✓ South Devon Railway
- ✓ Dartmoor National Park
- ✓ Buckfast Abbey
- ✓ Kents Cavern

2 Nights - 3150SD		3 Nights - 4150SD		4 Nights - 5150SD		6 Nights - 152SD		7 Nights - 150SD		Festive	
March	£99	February	£139	January	£169	March	£279	February	£309	<b>Christmas (Dec 23)</b>	
		November	£179	February	£179	April	£339	April	£389	4 Nights	£469
		*December	£179	March	£189	May	£389	May	£449	7 Nights	£699
				April	£229	June	£429	June	£485	<b>1150SD</b>	
				May	£279	July	£429	July	£485	11 Nights	£1059
				June	£309	August	£429	August	£485	<b>Twixmas (Dec 27)</b>	
				July	£309	September	£399	September	£445	3 Nights	£255
				August	£309	October	£329	October	£379	7 Nights	£619
				September	£299			November	£399	<b>New Year (Dec 30)</b>	
				October	£229			December*	£399	4 Nights	£399
				November	£229						
				December*	£229						

\*Excluding Christmas,  
Twixmas and  
New Year





**Cosy Double  
Rooms**



**Room with  
a view**



**Family  
Rooms**

## Cavendish Hotel

Exmouth



☎ 01395 272528

✉ cavendish@alfahotels.co.uk

📍 The Esplanade, Exmouth,  
Devon, EX8 1BE

**2 NIGHTS  
FROM  
£99  
PER PERSON**

Exmouth offers a rich mixture of immaculate sands, lovely gardens, a busy marina and a wide range of sports facilities that combine to make it an excellent resort for all ages and interests. To the South the resort overlooks Lyme Bay, while to the West it looks across the estuary of the River Exe to the Haldon Hills and Dawlish Warren. There are boat trips aplenty but also lots to do on dry land with good shops, a museum, many old pubs and good walks at every turn. For the more active there is a public swimming pool, golf, and all forms of water sports including a sailing school.

Overlooking Exmouth's fine golden sands and expansive bay, the hotel is located on the seafront just a few minutes stroll from the shopping area. You will find spectacular views across the bay from many of the hotel's bedrooms. The hotel features a modern restaurant, bar lounge and entertainment room with dance floor, where you will find entertainment on most evenings.

### Additional Information

- ✓ Ground floor rooms available
- ✓ Free hotel car parking available
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves most floors

### Nearby

- ✓ Sidmouth
- ✓ Exeter
- ✓ Stuart Line Cruises
- ✓ Teignmouth & Dawlish
- ✓ South West Coastal Path
- ✓ Lyme Regis
- ✓ Torquay

2 Nights - 315\$SD	3 Nights - 415\$SD	4 Nights - 515\$SD	6 Nights - 157\$D	7 Nights - 155\$D	Festive
January <b>£99</b>	January <b>£129</b>	January <b>£189</b>	March <b>£319</b>	January <b>£299</b>	<b>Christmas (Dec 23)</b>
February <b>£109</b>	February <b>£149</b>	February <b>£199</b>	April <b>£365</b>	February <b>£329</b>	4 Nights <b>£479</b>
March <b>£119</b>	March <b>£169</b>	March <b>£235</b>	May <b>£435</b>	March <b>£349</b>	7 Nights <b>£695</b>
October <b>£99</b>	November <b>£179</b>	April <b>£259</b>	June <b>£445</b>	April <b>£399</b>	<b>1155SD</b>
	December* <b>£179</b>	May <b>£325</b>	July <b>£445</b>	May <b>£485</b>	11 Nights <b>£1049</b>
		June <b>£335</b>	August <b>£445</b>	June <b>£495</b>	<b>Twixmas (Dec 27)</b>
		July <b>£335</b>	September <b>£399</b>	July <b>£495</b>	3 Nights <b>£255</b>
		August <b>£335</b>	October <b>£359</b>	August <b>£495</b>	7 Nights <b>£629</b>
		September <b>£325</b>		September <b>£459</b>	<b>New Year (Dec 30)</b>
		October <b>£269</b>		October <b>£399</b>	4 Nights <b>£399</b>
		November <b>£249</b>		November <b>£399</b>	
		December* <b>£249</b>		December* <b>£399</b>	

\*Excluding Christmas,  
Twixmas and  
New Year

# Explore the South & South East

Visit the South of England for the chance to step back in time in medieval villages and quintessential coastal towns, or why not explore the myths and legends of smugglers along England's stunning South Coastline. Blending festivals, culture, history and breathtaking scenery, you'll never be short on things to do in the UK's sunniest region.



**No Single  
Supplements**

on standard single rooms



## Alfa Hotels in this area

7	Royal Hotel - Weymouth	15
8	Norfolk Royale Hotel - Bournemouth	16
9	Shanklin Hotel - Shanklin	17
10	Bayshore Hotel - Sandown	18
11	Royal Norfolk Hotel - Bognor Regis	19
12	Queens Hotel - Eastbourne	20





Cosy Double Rooms



Superior Rooms



Room with a view



Family Rooms

## Royal Hotel

Weymouth

01305 782777

royal@alfahotels.co.uk

 90-91 Esplanade, Weymouth,  
DT4 7AX


**2 NIGHTS**  
FROM  
**£109**  
PER PERSON

Weymouth provides the perfect base for a holiday by the seafront. Voted as one of the top ten beach destinations in Europe, the Blue Flag winning Weymouth beach is the greatest reason to head to the south coast. Why not explore the West Dorset Heritage Coast and Area of Outstanding Natural Beauty. Make sure you visit the infamous North Fort, built by the Victorians to keep Portland harbour safe. It's a complex network of underground passages and offers phenomenal views over Weymouth Bay.

This elegant Grade II listed hotel is situated right on the seafront placing you at the heart of this classic seaside resort. The Royal Hotel is an impressive building of intricate architecture built in the 'Free Renaissance' style and boasts fantastic views over the beach and bay. Only a short stroll to the shops, seaside attractions and the famously beautiful harbour and marina, the location couldn't be better for exploring all that Weymouth has to offer. There is everything you need for an unforgettable stay by the seaside.

### Additional Information

- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Pay and display street parking
- ✓ Lift serves all floors

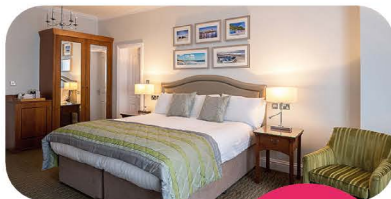
### Nearby

- ✓ Jurassic Coast
- ✓ Dorchester
- ✓ Swanage Railway
- ✓ Lulworth Cove
- ✓ Subtropical Abbotsbury Garden
- ✓ Chesil Beach
- ✓ Thomas Hardy Cottage

2 Nights - 3161SD	3 Nights - 4161SD	4 Nights - 5161SD	6 Nights - 162SD	7 Nights - 160SD	Festive
January <b>£109</b>	January <b>£159</b>	January <b>£209</b>	March <b>£369</b>	January <b>£329</b>	<b>Christmas (Dec 23)</b>
February <b>£119</b>	February <b>£179</b>	February <b>£235</b>	April <b>£399</b>	February <b>£349</b>	4 Nights <b>£499</b>
March <b>£129</b>	March <b>£189</b>	March <b>£259</b>	May <b>£445</b>	March <b>£395</b>	7 Nights <b>£729</b>
October <b>£159</b>	April <b>£239</b>	April <b>£279</b>	June <b>£485</b>	April <b>£445</b>	<b>1160SD</b>
	October <b>£199</b>	May <b>£349</b>	July <b>£485</b>	May <b>£495</b>	11 Nights <b>£1139</b>
	November <b>£199</b>	June <b>£359</b>	August <b>£485</b>	June <b>£519</b>	<b>Twixmas (Dec 27)</b>
	December* <b>£199</b>	July <b>£359</b>	September <b>£439</b>	July <b>£519</b>	3 Nights <b>£255</b>
		August <b>£359</b>	October <b>£389</b>	August <b>£519</b>	7 Nights <b>£659</b>
		September <b>£335</b>		September <b>£479</b>	<b>New Year (Dec 30)</b>
		October <b>£269</b>		October <b>£419</b>	4 Nights <b>£439</b>
		November <b>£289</b>		November <b>£369</b>	
		December* <b>£289</b>		December* <b>£369</b>	

\*Excluding Christmas,  
Twixmas and  
New Year





## Norfolk Royale Hotel

Bournemouth, South East



☎ 01202 551521  
 ✉ [norfolkroyale@alfahotels.co.uk](mailto:norfolkroyale@alfahotels.co.uk)  
 📍 Richmond Hill, Bournemouth, South East, BH2 6EN

**2 NIGHTS**  
 FROM  
**£99**  
 PER PERSON

Bournemouth is superbly situated on the sunny South coast on top of spectacular cliffs which look down upon miles of golden sand. The town is full of flowers and there are beautifully manicured parks and gardens, as well as a remarkable selection of shops. The delightful "chines", small valleys in the cliffs, offer shady groves leading to the shore. There are many outstanding attractions including museums, an art gallery, two piers and a wealth of evening entertainment ranging from classical music to top name summer shows. The elegant Norfolk Royale Hotel is centrally located just a few steps from Bournemouth Square and only a short stroll from award winning gardens and golden sand Blue Flag beaches. Offering a very high standard of accommodation, the Norfolk Royale Hotel is the perfect choice for seaside getaways and longer stays. The hotel has been restored to its Edwardian grandeur. Guests are able to enjoy the hotel's cosy lounge, bar or entertainment space with a dance floor. The hotel features an indoor pool.

### Additional Information

- ✓ Free parking to the front and underground
- ✓ Indoor swimming pool
- ✓ Free Wi-Fi in public areas
- ✓ Lift serves all floors

### Nearby

- ✓ Weymouth
- ✓ Poole
- ✓ Salisbury
- ✓ Wimborne Minster
- ✓ Stonehenge
- ✓ New Forest National Park
- ✓ Beaulieu National Motor Museum

2 Nights - 3161SD	3 Nights - 4170SD	4 Nights - 5170SD	6 Nights - 172SD	7 Nights - 170SD	Festive
January <b>£99</b>	January <b>£139</b>	January <b>£189</b>	February <b>£319</b>	January <b>£319</b>	<b>Christmas (Dec 23)</b>
February <b>£99</b>	February <b>£149</b>	February <b>£199</b>	March <b>£329</b>	February <b>£329</b>	4 Nights <b>£515</b>
March <b>£109</b>	March <b>£169</b>	March <b>£219</b>	April <b>£359</b>	March <b>£369</b>	7 Nights <b>£749</b>
	October <b>£179</b>	April <b>£239</b>	May <b>£439</b>	April <b>£419</b>	<b>1170SD</b>
	November <b>£189</b>	May <b>£299</b>	June <b>£489</b>	May <b>£505</b>	11 Nights <b>£1,149</b>
	December* <b>£189</b>	June <b>£349</b>	July <b>£489</b>	June <b>£529</b>	<b>Twixmas (Dec 27)</b>
		July <b>£349</b>	August <b>£489</b>	July <b>£529</b>	3 Nights <b>£279</b>
		August <b>£349</b>	September <b>£469</b>	August <b>£529</b>	7 Nights <b>£649</b>
		September <b>£329</b>	October <b>£419</b>	September <b>£499</b>	<b>New Year (Dec 30)</b>
		October <b>£289</b>		October <b>£459</b>	4 Nights <b>£449</b>
		November <b>£299</b>		November <b>£469</b>	
		December* <b>£299</b>		December* <b>£469</b>	

\*Excluding Christmas, Twixmas and New Year



## Shanklin Hotel

Isle of Wight, Shanklin



☎ 01983 862286  
✉ shanklin@alfahotels.co.uk  
📍 Clarendon Road, Shanklin,  
Isle of Wight, PO37 6DP

**3 NIGHTS**  
FROM  
**£219**  
PER PERSON

Shanklin boasts a long, safe sandy beach which lies at the foot of the spectacular cliffs on which most of the town is situated. The two are connected by a cliff lift. The traditional seaside part of town blends into the picturesque thatched cottages of Shanklin Old Town at the head of the impressive Shanklin Chine. The delightful nature trail through the Chine is not to be missed and includes a surprising relic of the Second World War – a section of PLUTO, the Pipe Line Under The Ocean. Gardens in Shanklin are a delight to visit. Take a stroll in the Big Mead, adjacent to historic St. Blasius Church, or along the spectacular coastal paths to Sandown or Bonchurch.

Situated in Shanklin Town, the Shanklin Hotel is one of the best known hotels on the island, with superb views across the resort from its restaurant and many bedrooms. Facilities include a splendid bar and indoor swimming pool. In the hotel's spectacular Starlight restaurant, you will find a dance floor and entertainment to enjoy on most evenings.

### Additional Information

- ✓ Beach lift nearby
- ✓ Free hotel car parking available
- ✓ Indoor swimming pool
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves most rooms

### Nearby

- ✓ Shanklin Chine
- ✓ Sandown
- ✓ Isle of Wight Steam Railway
- ✓ Ventnor Botanic Garden
- ✓ Old Shanklin Village
- ✓ Osborne House

3 Nights - 4200SD	4 Nights - 5200SD	6 Nights - 202SD	7 Nights - 200SD	7 Nights - 200SD	Festive
November <b>£219</b>	September <b>£335</b>	March <b>£369</b>	April <b>£439</b>	March 30 <b>£475</b>	<b>Christmas (Dec 23)</b>
<b>Peak ferry dates</b>	October <b>£289</b>	April <b>£399</b>	May <b>£479</b>	<b>Peak ferry dates</b>	<b>Christmas (Dec 23)</b>
April 3 <b>£275</b>	November <b>£289</b>	May <b>£445</b>	June <b>£499</b>	July 11, August 29 <b>£535</b>	4 Nights <b>£489</b>
<b>4 Nights - 5200SD</b>	December* <b>£289</b>	June <b>£479</b>	July <b>£499</b>	July 18, August 1 & 15 <b>£569</b>	7 Nights <b>£699</b>
February <b>£259</b>	<b>Peak ferry dates</b>	September <b>£439</b>	August <b>£499</b>		<b>1200SD</b>
March <b>£259</b>	April 6 <b>£315</b>	October <b>£399</b>	September <b>£469</b>		11 Nights <b>£1079</b>
April <b>£279</b>	July 18, August 1, 15 & 29 <b>£379</b>	<b>Peak ferry dates</b>	November <b>£399</b>		<b>Twixmas (Dec 27)</b>
May <b>£335</b>		July 12 & 26, August 9 & 23 <b>£515</b>			3 Nights <b>£259</b>
June <b>£345</b>					7 Nights <b>£639</b>
July <b>£345</b>					<b>New Year (Dec 30)</b>
August <b>£345</b>					4 Nights <b>£439</b>

\*Excluding Christmas, Twixmas and New Year





- Cosy Double Rooms**
- Room with a view**
- Family Rooms**

## Bayshore Hotel

Isle of Wight, Sandown



01983 403154

bayshore@alfahotels.co.uk

12-16 Pier Street, Sandown,  
Isle of Wight, PO36 8JX

**3 NIGHTS**  
FROM  
**£219**  
PER PERSON

The Isle of Wight has a great deal to offer with many superb beaches, mile upon mile of stunning countryside and coastal walks and all the usual modern holiday facilities in the resorts. Sandown is the island's principal resort, and offers a wealth of entertainments. Sandown Bay is the largest on the island and offers a long, safe, sandy beach framed at either end by stunning white cliffs contrasting with rich blue sea.

Dinosaur Isle is an interactive museum offering life-like dinosaur models and skeletons. Sandown's esplanades and sea wall walks stretch from Yaverland southwards through Lake to Shanklin Chine.

In a magnificent position on the sea front, across from Sandown's Pier and beach and close to the resort's shopping area. The hotel features a light and airy restaurant with views across the sea, where you will find entertainment most evenings. You will also find spectacular sea views from many of the hotel's bedrooms or the hotel sun lounge.

### Additional Information

- ✓ Pay and display street parking
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors (the ground floor is split level and some steps are unavoidable)

### Nearby

- ✓ Isle of Wight Steam Railway
- ✓ Ryde, Brading Roman Villa
- ✓ Ventnor Botanic Garden
- ✓ Carisbrooke Castle
- ✓ Shanklin Chine
- ✓ Osborne House

3 Nights - 4195SD	4 Nights - 5195SD	4 Nights - 5195SD	6 Nights - 197SD	7 Nights - 195SD	Festive
February <b>£219</b>	February <b>£245</b>	<b>Peak ferry dates</b>	March <b>£339</b>	April <b>£399</b>	<b>Christmas (Dec 23)</b>
March <b>£259</b>	March <b>£259</b>	April 18 <b>£329</b>	April <b>£379</b>	May <b>£449</b>	4 Nights <b>£469</b>
April <b>£289</b>	April <b>£289</b>	July 25, August 8 & 22 <b>£359</b>	May <b>£399</b>	June <b>£495</b>	<b>1195SD</b>
May <b>£315</b>	May <b>£315</b>		June <b>£445</b>	July <b>£495</b>	11 Nights <b>£1079</b>
June <b>£325</b>	June <b>£325</b>		July <b>£445</b>	August <b>£495</b>	<b>Twixmas (Dec 27)</b>
July <b>£325</b>	July <b>£325</b>		August <b>£445</b>	September <b>£419</b>	3 Nights <b>£249</b>
August <b>£325</b>	August <b>£325</b>		September <b>£385</b>	October <b>£399</b>	7 Nights <b>£675</b>
September <b>£325</b>	September <b>£325</b>		October <b>£359</b>	<b>Peak ferry dates</b>	<b>New Year (Dec 30)</b>
October <b>£279</b>	October <b>£279</b>		<b>Peak ferry dates</b>	July 11 <b>£529</b>	4 Nights <b>£439</b>
November <b>£279</b>	November <b>£279</b>		March 29 <b>£369</b>	July 18 & 25, August 22 <b>£565</b>	
			July 19, August 2-16 <b>£479</b>		

\*Excluding Christmas, Twixmas and New Year



## Royal Norfolk Hotel

Bognor Regis, West Sussex



☎ 01243 826222

✉ [royalnorfolk@alfahotels.co.uk](mailto:royalnorfolk@alfahotels.co.uk)

📍 The Esplanade, Bognor Regis,  
West Sussex, PO21 2LH

**3 NIGHTS**  
FROM  
**£139**  
PER PERSON

Officially the sunniest town in Britain, Bognor Regis is an old-school seaside resort in West Sussex. The resort is flat and has an excellent promenade walk. Enjoy the live music from the bandstand of Hotham Park, take a short trip to Arundel Castle and Gardens, or explore the Tudor Market Cross and Norman Cathedral surrounded by a host of independent shops. The South Downs National Park is also just a stone's throw away and well worth a visit. On the beach between Bognor Regis and Aldwick lies the wreck of a floating pontoon – part of the Mulberry Harbour which was destined to be towed across to Normandy on D-Day.

Situated in a delightfully sunny spot on the seafront with extensive lawns and superb views over the English Channel The hotel features a large restaurant, relaxing bar lounge and an entertainment room with dance floor. The hotel also has an outdoor terrace, where you can soak up the sun, enjoy a drink and watch the world go by.

### Additional Information

- ✓ Ground floor rooms available
- ✓ Free hotel car parking available
- ✓ Extensive gardens looking out to the sea
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

### Nearby

- ✓ Worthing
- ✓ Brighton
- ✓ Portsmouth
- ✓ Arundel
- ✓ Littlehampton
- ✓ Chichester
- ✓ Isle of Wight

3 Nights - 4205SD		4 Nights - 5205SD		6 Nights - 207SD		7 Nights - 205SD		Festive	
February	<b>£139</b>	February	<b>£189</b>	March	<b>£289</b>	February	<b>£309</b>	<b>Christmas (Dec 23)</b>	
March	<b>£149</b>	March	<b>£199</b>	April	<b>£339</b>	March	<b>£329</b>	4 Nights	<b>£479</b>
April	<b>£169</b>	April	<b>£229</b>	May	<b>£439</b>	April	<b>£389</b>	7 Nights	<b>£699</b>
November	<b>£169</b>	May	<b>£299</b>	June	<b>£449</b>	May	<b>£489</b>	<b>1205SD</b>	
*December	<b>£169</b>	June	<b>£339</b>	July	<b>£449</b>	June	<b>£499</b>	11 Nights	<b>£1089</b>
		July	<b>£339</b>	August	<b>£449</b>	July	<b>£499</b>	<b>Twixmas (Dec 27)</b>	
		August	<b>£339</b>	September	<b>£415</b>	August	<b>£499</b>	3 Nights	<b>£255</b>
		September	<b>£309</b>	October	<b>£309</b>	September	<b>£469</b>	7 Nights	<b>£639</b>
		October	<b>£219</b>			October	<b>£359</b>	<b>New Year (Dec 30)</b>	
		November	<b>£229</b>			November	<b>£359</b>	4 Nights	<b>£399</b>
		December*	<b>£229</b>			December*	<b>£359</b>		

\*Excluding Christmas,  
Twixmas and  
New Year





**Cosy Double Rooms**

**Superior Rooms**

**Room with a view**

**Family Rooms**

## Queens Hotel

Eastbourne, East Sussex



☎ 01323 722822

✉ [queens.eastbourne@alfahotels.co.uk](mailto:queens.eastbourne@alfahotels.co.uk)

📍 Marine Parade, Eastbourne,  
East Sussex, BN21 3DY

**2 NIGHTS**  
FROM  
**£89**  
PER PERSON

Eastbourne is one of Britain's more elegant resorts, enjoying a glorious location on the South Coast. Sheltered by Beachy Head and the South Downs it has an excellent sunshine record, always coming in the top few of the sunshine league. It has a spacious promenade to stroll along and the world-famous Carpet Gardens line the seafront. Eastbourne has clean inviting beaches predominantly of shingle. Beachy Head has panoramic views, from Brighton in the west to Dungeness in Kent in the east.

This Area of Outstanding Natural Beauty is close to the historical sites of Hastings and Battle and a short drive from lively Brighton. A magnificent Victorian building situated in an outstanding position overlooking the pier. Outstanding views of the sea can be found from many of the hotel bedrooms. This grand building has spacious and comfortable restaurant facilities, bar and entertainment room with dance floor, where entertainment can be found most evenings.

### Additional Information

- ✓ Free additional car parking
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Two lifts serve all floors
- ✓ Stair lift available for wheelchair users on the ground floor

### Nearby

- ✓ Hever Castle
- ✓ Beachy Head
- ✓ Hastings & Battle
- ✓ Brighton
- ✓ Kent & East Sussex
- ✓ Railway
- ✓ Sheffield Park Gardens

2 Nights - 3215SD		3 Nights - 4215SD		4 Nights - 5215SD		6 Nights - 2175D		7 Nights - 215SD		Festive	
February	£99	January	£129	January	£179	March	£329	January	£299	<b>Christmas (Dec 23)</b>	
April	£129	February	£149	February	£199	April	£369	February	£339	4 Nights	£499
November	£169	March	£149	March	£235	May	£399	March	£379	7 Nights	£729
		April	£199	April	£269	June	£459	April	£429	<b>1215SD</b>	
		November	£239	May	£299	July	£459	May	£465	11 Nights	£1099
		*December	£239	June	£349	August	£459	June	£495	<b>Twixmas (Dec 27)</b>	
				July	£349	September	£429	July	£495	3 Nights	£265
				August	£349	October	£375	August	£495	7 Nights	£675
				September	£339			September	£475	<b>New Year (Dec 30)</b>	
				October	£279			October	£419	4 Nights	£429
				November	£279			November	£419		
				December*	£279			December*	£419		

\*Excluding Christmas,  
Twixmas and  
New Year

# Explore the East Coast

The East of England is home to expansive wetlands, vast sandy beaches and stylish coastal towns. Discover the famous Norfolk Broads, a stunning National Park with over 125 miles of lock free waterways which are home to some of the rarest plants and animals in the UK.

The East Coast is home to a variety of popular towns, with attraction-packed resorts such as Great Yarmouth and the charming seaside resort of Cromer. If you've never visited the beautiful East Coast of England before then prepare to be inspired!



**Go online**  
**alfaholidays.co.uk**  
for further details



**CROMER**

## Alfa Hotels in this area

- |           |                                  |    |
|-----------|----------------------------------|----|
| <b>13</b> | New Beach Hotel - Great Yarmouth | 22 |
| <b>14</b> | Hotel de Paris - Cromer          | 23 |





**Cosy Double Rooms**

**Room with a view**

**Family Rooms**

## New Beach Hotel

Great Yarmouth, Norfolk



☎ 01493 332300

✉ newbeach@alfahotels.co.uk

📍 67 Marine Parade, Great Yarmouth, Norfolk, NR30 2EJ

**2 NIGHTS**  
FROM  
**£89**  
PER PERSON

Great Yarmouth is East Anglia's top seaside venue, whose long sandy beach stretches for miles, backed by the Marine Parade and promenade, ideal for a stroll or a ride on a horse-drawn landau. Visitors enjoy a huge range of attractions including the Model Village, a magnificent Sea Life Centre and the Hippodrome Circus, one of the longest running permanent circuses in England. Those with an interest in history might also enjoy the preserved Row Houses, unique to Great Yarmouth.

The New Beach Hotel is in a prime position on the seafront opposite Britannia Pier. Many of the hotel bedrooms boast fantastic sea views, where you can enjoy the panoramic views of the resort and seafront. The hotel features a comfortable sun lounge, a large restaurant and entertainment room with dance floor, where you can find entertainment on most evenings.

### Additional Information

- ✓ Free on street car parking, permit required from the reception
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

### Nearby

- ✓ Norwich
- ✓ Suffolk Villages
- ✓ Norfolk Broads
- ✓ Wroxham
- ✓ Somerleyton Hall & Gardens
- ✓ Caister
- ✓ Cromer
- ✓ Lowestoft

2 Nights - 3260SD		3 Nights - 4260SD		4 Nights - 5260SD		6 Nights - 262SD		7 Nights - 260SD		Festive	
February	£89	February	£139	February	£179	March	£299	February	£299	Christmas (Dec 23)	
March	£99	March	£159	March	£209	April	£349	March	£339	4 Nights	£479
		November	£219	April	£259	May	£369	April	£379	7 Nights	£695
		*December	£219	May	£289	June	£389	May	£399	1260SD	
				June	£299	July	£389	June	£419	11 Nights	£1029
				July	£299	August	£389	July	£419	Twixmas (Dec 27)	
				August	£299	September	£369	August	£419	3 Nights	£255
				September	£289	October	£335	September	£399	7 Nights	£599
				October	£259			October	£365	New Year (Dec 30)	
				November	£269			November	£379	4 Nights	£399
				December*	£269			December*	£379		

\*Excluding Christmas, Twixmas and New Year



Cosy Double Rooms



Superior Rooms



Room with a view



Family Rooms

## Hotel de Paris

Cromer, Norfolk



☎ 01263 513141

✉ departis@alfahotels.co.uk

📍 High Street, Cromer, Norfolk, NR27 9HG

**2 NIGHTS**  
FROM  
**£89**  
PER PERSON

Cromer was once a small fishing village which has now grown into a bustling holiday resort, with superb sunshine records. This attractive and small resort is full of character with its narrow twisting streets in the town centre and lively seafront promenade behind the sandy beach. The famous Pier Pavilion puts on a unique summer show. Cromer is set amidst the pleasant countryside of North Norfolk with its leafy country lanes and villages with their flint cottages. Discover the famous Norfolk Broads, a stunning National Park with over 125 miles of lock free waterways which are home to some of the rarest plants and animals in the UK.

Built in 1820, the Hotel de Paris is a stunning Regency building, occupying the finest position on Cromer seafront and boasting stunning views of the resort and Cromer pier. The hotel is steeped with character and period features and has a warm and welcoming bar and lounge area and restaurant with dance floor, where you will find entertainment most evenings.

### Additional Information

- ✓ Limited free hotel parking, public car parks available nearby
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

### Nearby

- ✓ Norwich
- ✓ Blickling Hall
- ✓ Bure Valley Railway
- ✓ Thursford Collection
- ✓ Sheringham
- ✓ Sandringham Royal Estate

2 Nights - 3265SD	3 Nights - 4265SD	4 Nights - 5265SD	6 Nights - 267SD	7 Nights - 265SD	Festive
January <b>£89</b>	January <b>£139</b>	January <b>£179</b>	March <b>£359</b>	January <b>£299</b>	<b>Christmas (Dec 23)</b>
February <b>£99</b>	February <b>£149</b>	February <b>£189</b>	April <b>£379</b>	February <b>£309</b>	4 Nights <b>£479</b>
March <b>£109</b>	March <b>£159</b>	March <b>£249</b>	May <b>£409</b>	March <b>£389</b>	7 Nights <b>£699</b>
October <b>£109</b>	April <b>£229</b>	April <b>£259</b>	June <b>£449</b>	April <b>£409</b>	<b>1265SD</b>
	November <b>£229</b>	May <b>£299</b>	July <b>£449</b>	June <b>£489</b>	11 Nights <b>£1049</b>
	*December <b>£229</b>	June <b>£349</b>	August <b>£449</b>	July <b>£489</b>	<b>Twixmas (Dec 27)</b>
		July <b>£349</b>	September <b>£399</b>	August <b>£489</b>	3 Nights <b>£255</b>
		August <b>£349</b>	October <b>£369</b>	September <b>£459</b>	7 Nights <b>£619</b>
		September <b>£299</b>		October <b>£399</b>	<b>New Year (Dec 30)</b>
		October <b>£269</b>		November <b>£419</b>	4 Nights <b>£399</b>
		November <b>£279</b>		December* <b>£419</b>	
		December* <b>£279</b>			

\*Excluding Christmas, Twixmas and New Year



# Explore Yorkshire

Yorkshire is where England's true beauty shines, from historical attractions and UNESCO World Heritage Sites to stunning countryside. Those that know this region appreciate the wealth of beauty unspoilt by large numbers of visitors. Let's not forget the maritime history of Scarborough and Whitby, which have been the heart of these towns for centuries. The real beauty of Yorkshire is its secret and it's there waiting to be discovered.



**No Single Supplements**

on standard single rooms



**9 SCARBOROUGH**

## Alfa Hotels in this area

- |           |                                |    |
|-----------|--------------------------------|----|
| <b>15</b> | Monarch Hotel - Bridlington    | 25 |
| <b>16</b> | Cumberland Hotel - Scarborough | 26 |



Cosy Double Rooms



Superior Rooms



Room with a view



Family Rooms

## Cumberland Hotel

Scarborough

01723 361826

cumberland@alfahotels.co.uk

 Belmont Road, Scarborough,  
North Yorkshire, YO11 2AB


**2 NIGHTS**  
FROM  
**£99**  
PER PERSON

Holidaymakers have been visiting Scarborough for hundreds of years. As Britain's first seaside resort, a holiday to Scarborough offers something for everyone with sandy beaches, stunning views and many attractions. Scarborough's headland which divides its two bays reveals an impressive medieval castle with Viking heritage and Roman remains in the grounds. The harbour is home to many fishing boats and on the South bay promenade you will find many traditional seaside pursuits.

Why not visit Peasholm park with its Japanese gardens and boating lake, or take a trip on one of the many local boats, from which you can enjoy panoramic views of the resort, or enjoy entertainment at the famous open air theatre. Situated on south Cliff and boasting a fantastic view over the resort from the restaurant and many of the bedrooms. The hotel features a large modern restaurant, a cosy quiet lounge and a large entertainment room with dance floor, where entertainment can be found most evenings.

### Additional Information

- ✓ Free on street parking, permit required from reception
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

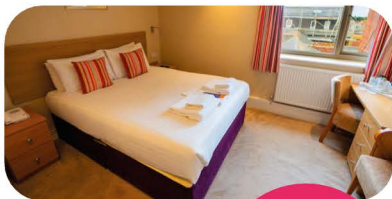
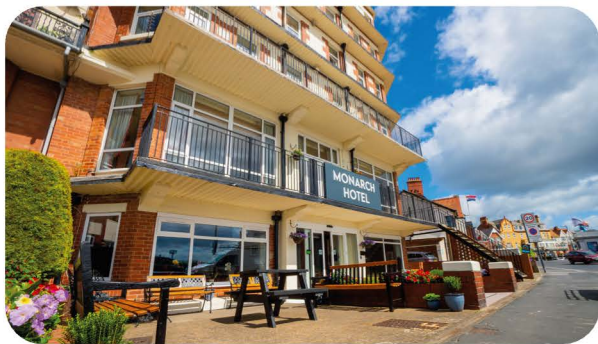
### Nearby

- ✓ Whitby
- ✓ Beverley
- ✓ Castle Howard
- ✓ North Yorkshire Moors Railway
- ✓ Goathland
- ✓ York
- ✓ Bridlington

2 Nights - 3276SD	3 Nights - 4275SD	4 Nights - 5275SD	6 Nights - 277SD	7 Nights - 275SD	Festive
January <b>£99</b>	January <b>£129</b>	January <b>£179</b>	March <b>£319</b>	January <b>£299</b>	<b>Christmas (Dec 23)</b>
February <b>£99</b>	February <b>£139</b>	February <b>£189</b>	April <b>£379</b>	February <b>£329</b>	4 Nights <b>£499</b>
March <b>£109</b>	March <b>£179</b>	March <b>£229</b>	May <b>£409</b>	March <b>£389</b>	7 Nights <b>£719</b>
April <b>£119</b>	April <b>£189</b>	April <b>£269</b>	June <b>£429</b>	April <b>£439</b>	<b>1275SD</b>
	November <b>£189</b>	May <b>£299</b>	July <b>£429</b>	May <b>£459</b>	11 Nights <b>£1099</b>
	*December <b>£189</b>	June <b>£325</b>	August <b>£429</b>	June <b>£469</b>	<b>Twixmas (Dec 27)</b>
		July <b>£325</b>	September <b>£399</b>	July <b>£469</b>	3 Nights <b>£265</b>
		August <b>£325</b>	October <b>£369</b>	August <b>£469</b>	7 Nights <b>£649</b>
		September <b>£309</b>		September <b>£429</b>	<b>New Year (Dec 30)</b>
		October <b>£269</b>		October <b>£399</b>	4 Nights <b>£439</b>
		November <b>£279</b>		November <b>£399</b>	
		December* <b>£279</b>		December* <b>£399</b>	

\*Excluding Christmas,  
Twixmas and  
New Year





**Cosy Double Rooms**

**Superior Rooms**

**Room with a view**

**Family Rooms**

## Monarch Hotel

Bridlington, Yorkshire



- ☎ 01262 674447
- ✉ [monarch@alfahotels.co.uk](mailto:monarch@alfahotels.co.uk)
- 📍 South Marine Drive, Bridlington, North East, YO15 3JJ

**2 NIGHTS**  
FROM  
**£109**  
PER PERSON

Bridlington has an historic old town, long promenade, sandy beach and cliff top walks with views of the trawler port. Packed with attractive antique shops and restaurants, the Old Town was the setting for 2016's Dad's Army film. The delightful mix of brick and stone buildings, colourful shop fronts, popular cafés and individual shops provide a relaxing environment for shopping or strolling. Entertainments and art galleries are housed in the refurbished Spa Centre on the seafront.

The Monarch Hotel offers breathtaking panoramic sea views and is sure to provide the perfect base for exploring Bridlington and surrounding areas. The hotel features a quiet lounge, restaurant and bar area on the first floor, as well as a good size dance floor where entertainment is regularly featured. The hotel has undergone a million pound refurbishment since joining the Group in 2019.

### Additional Information

- ✓ Free on street car parking
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors except the 6th

### Nearby

- ✓ Flamborough Head
- ✓ Scarborough
- ✓ York
- ✓ Castle Howard
- ✓ Beverley
- ✓ Burton Agnes Hall

2 Nights - 3279SD	3 Nights - 4279SD	4 Nights - 5279SD	6 Nights - 279SD	7 Nights - 280SD	Festive
February <b>£109</b>	February <b>£149</b>	February <b>£189</b>	March <b>£299</b>	February <b>£329</b>	<b>Christmas (Dec 23)</b>
March <b>£109</b>	March <b>£159</b>	March <b>£199</b>	April <b>£349</b>	March <b>£345</b>	4 Nights <b>£479</b>
October <b>£109</b>	October <b>£199</b>	April <b>£259</b>	May <b>£375</b>	April <b>£399</b>	7 Nights <b>£689</b>
	November <b>£199</b>	May <b>£289</b>	June <b>£439</b>	May <b>£429</b>	<b>1280SD</b>
	*December <b>£199</b>	June <b>£339</b>	July <b>£439</b>	June <b>£489</b>	11 Nights <b>£1059</b>
		July <b>£339</b>	August <b>£439</b>	July <b>£489</b>	<b>Twixmas (Dec 27)</b>
		August <b>£339</b>	September <b>£409</b>	August <b>£489</b>	3 Nights <b>£255</b>
		September <b>£309</b>	October <b>£379</b>	September <b>£469</b>	7 Nights <b>£619</b>
		October <b>£269</b>		October <b>£419</b>	<b>New Year (Dec 30)</b>
		November <b>£269</b>		November <b>£419</b>	4 Nights <b>£399</b>
		December* <b>£269</b>		December* <b>£419</b>	

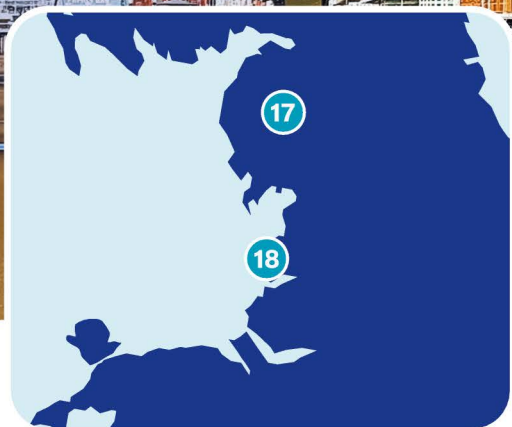
\*Excluding Christmas, Twixmas and New Year

# Explore the North West

There are so many enchanting places to visit in the North West, with its idyllic countryside, iconic seaside resorts and historic towns; this is one of the most exciting corners of the country. Experience the revolutionary cities of Manchester and Liverpool, with their impressive musical legacies, art galleries and theatres, together with magnificent buildings. Just along the coast from these major cities you will find a string of vibrant seaside resorts such as Blackpool, Morecambe, Southport and Lytham St Annes. The serenity of the Lake District, with its stunning scenery and varied landscapes provides the perfect escape from the hustle and bustle. There is something to charm everyone in the North West.



**Go online**  
**alfaholidays.co.uk**  
for further details

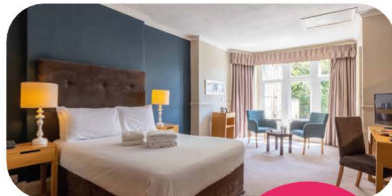


**BLACKPOOL**

## Alfa Hotels in this area

- |           |                              |    |
|-----------|------------------------------|----|
| <b>17</b> | Derwentwater Hotel - Keswick | 28 |
| <b>18</b> | Queens Hotel - Blackpool     | 29 |



New  
HotelCosy Double  
RoomsSuperior  
RoomsRoom with  
a viewFamily  
Rooms

## Derwentwater Hotel

Keswick, Cumbria



☎ 017687 72538

✉ [derwentwater@alfahotels.co.uk](mailto:derwentwater@alfahotels.co.uk)📍 Portinscale, Keswick, Cumbria,  
CA12 5RE**2 NIGHTS**  
FROM  
**£149**  
PER PERSON

Set within 15 acres of lovely landscaped gardens, the Derwentwater Hotel enjoys spectacular lake views from its expansive conservatory and many of its bedrooms. A gentle stroll through the gardens will take you to the majestic shores of Derwentwater where you can fully take in “The Queen of the Lakes”. This charming country-house hotel is within a couple of miles of central Keswick and is surrounded by notable attractions such as Derwent Pencil Museum and Theatre by the Lake. The market town brims with character, featuring traditional shops, cosy tea rooms, and a lively market square, it's easy to see how such an area inspired the likes of William Wordsworth and Beatrix Potter. Refurbishment has transformed guest bedrooms and facilities to deliver comfort and convenience. Enjoy a restful night's sleep in a comfortable bed, with in-room amenities including tea and coffee facilities, a flat screen TV, hairdryer, complimentary toiletries and free Wi-Fi. There is a new lift providing access to all floors.

### Additional Information

- ✓ Free hotel car parking available
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lifts serve all floors

### Nearby

- ✓ Castlerigg Stone Circle
- ✓ Theatre by the Lake
- ✓ Beatrix Potter Hill Top House
- ✓ The Lakes Distillery
- ✓ Wordsworth House and Garden
- ✓ Keswick Market

#### 2 Nights - 3294SD

April	<b>£149</b>
October	<b>£149</b>

#### 3 Nights - 4294SD

April	<b>£245</b>
November	<b>£245</b>
*December	<b>£245</b>

#### 4 Nights - 5294SD

March	<b>£269</b>
April	<b>£299</b>
May	<b>£339</b>
June	<b>£349</b>
July	<b>£349</b>
August	<b>£349</b>
September	<b>£325</b>
October	<b>£269</b>
November	<b>£289</b>
December*	<b>£289</b>

#### 6 Nights - 294SD

April	<b>£399</b>
May	<b>£459</b>
June	<b>£479</b>
July	<b>£499</b>
August	<b>£499</b>
September	<b>£469</b>
October	<b>£399</b>

#### 7 Nights - 291SD

November	<b>£469</b>
December*	<b>£469</b>

#### Festive

##### Christmas (Dec 23)

4 Nights	<b>£499</b>
7 Nights	<b>£729</b>

##### 1129SD

11 Nights	<b>£1159</b>
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##### Twixmas (Dec 27)

3 Nights	<b>£265</b>
7 Nights	<b>£679</b>

##### New Year (Dec 30)

4 Nights	<b>£439</b>
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\*Excluding Christmas,  
Twixmas and  
New Year



## Queens Hotel

Blackpool, Lancashire



☎ 01253 336980

✉ [queens.blackpool@alfahotels.co.uk](mailto:queens.blackpool@alfahotels.co.uk)

📍 South Promenade, Blackpool,  
Lancashire, FY4 1AY

**2 NIGHTS**  
FROM  
**£99**  
PER PERSON

Few resorts anywhere in the world can rival the popularity of Blackpool – Britain's Capital of Fun! The world famous Tower, three piers, miles of golden sands, the spectacular Pleasure Beach, a Sealife Centre, Madame Tussaud's Waxworks, a Zoo Park, an Art Gallery – Blackpool has them all. Make sure to save some of your energy for the evening and sample the terrific summer shows, lively bars and pubs, for it is at night that Blackpool really stands out as the most exciting of all Britain's resorts. With fantastic views of the Irish Sea, the Queens Hotel is located between Blackpool's south and central piers. The hotel features a modern restaurant, bar, lounge and a sun lounge. Immerse yourself in Blackpool's theatrical history, in the hotel's unique Theatre Bar, featuring a dance floor and entertainment on most evenings. For a complete contrast to the sheer energy of Blackpool, just a short drive away is some of the most serene scenery in Britain including the Ribble Valley and the Lake District.

### Additional Information

- ✓ Free hotel car parking available
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ 2 lifts serve all floors (several steps to some rooms)

### Nearby

- ✓ Ribble Valley & Pendle Witch Country
- ✓ Fleetwood, Lytham St. Annes, Southport, Trough of Bowland,
- ✓ Lake District, Yorkshire Dales
- ✓ Manchester, Liverpool, Lancaster

2 Nights - 3305SD		3 Nights - 4305SD		4 Nights - 5305SD		6 Nights - 307SD		7 Nights - 305SD		Festive	
February	£99	February	£139	January	£179	February	£269	February	£309	<b>Christmas (Dec 23)</b>	
March	£109	March	£149	February	£189	March	£279	March	£319	4 Nights	£509
April	£109	April	£229	March	£229	April	£339	April	£379	7 Nights	£729
		October	£245	April	£245	May	£369	May	£419	<b>1305SD</b>	
		November	£245	May	£285	June	£429	June	£459	11 Nights	£1129
		*December	£245	June	£319	July	£429	July	£459	<b>Twixmas (Dec 27)</b>	
				July	£319	August	£429	August	£459	3 Nights	£279
				August	£319	September	£429	September	£459	7 Nights	£675
				September	£319	October	£399	October	£439	<b>New Year (Dec 30)</b>	
				October	£299			November	£419	4 Nights	£449
				November	£289			December*	£419		
				December*	£289						

\*Excluding Christmas,  
Twixmas and  
New Year



# Explore Wales

A colourful myriad of rugged coastline, mountainous National Parks and Celtic culture, Wales has everything you could wish for in a holiday. The phrase 'good things come in small packages' may be a cliché, but in the case of Wales it's absolutely true.



**No Single Supplements**  
on standard single rooms



## Alfa Hotels in this area

19	Hydro Hotel - Llandudno	31
20	George IV Hotel - Criccieth	32
21	Cliffe Norton Hotel - Tenby	33
22	Seabank Hotel - Porthcawl	34



## Hydro Hotel

Llandudno, Gwynedd



☎ 01492 870101

✉ hydro@alfahotels.co.uk

📍 Nevill Crescent, Llandudno,  
Gwynedd, LL30 1AS

**3 NIGHTS**  
FROM  
**£199**  
PER PERSON

Lying on a peninsula between the Great Orme and Little Orme Heads, Llandudno has two great beaches. The shingly North Shore is the busier of the two with its Victorian Pier, boat trips, donkey rides and much more. The sandy West shore is quieter with miles of sands and panoramic views of the Snowdonia mountain range. A Victorian tramway and cable car offer a route to the summit of the Great Orme. The Hydro Hotel is splendidly situated in Llandudno, with spectacular views over the bay.

The hotel features a magnificent sun lounge, restaurant, games room and large entertainment room with dancefloor, where you will find entertainment most evenings. Many of the hotel's rooms have spectacular views of the bay or over the town to the Welsh mountains. Just a 15 minute drive away is the nearby town of Conwy where you will find stunning scenery, the smallest house in Britain, the Bodnant Gardens, Conwy Mountain and of course the iconic Conwy Castle and Walls.

### Additional Information

- ✓ Some ground floor rooms
- ✓ Free hotel car parking available
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors (split level floors means some steps to most rooms)

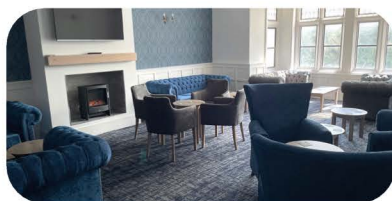
### Nearby

- ✓ Llangollen, Betws-y-Coed
- ✓ Conwy Castle
- ✓ Bodnant Garden
- ✓ Snowdon Mountain Railway
- ✓ Caernarfon, Anglesey

3 Nights - 4350SD		4 Nights - 5350SD		6 Nights - 352SD		7 Nights - 350SD		Festive	
February	<b>£199</b>	January	<b>£219</b>	March	<b>£339</b>	February	<b>£359</b>	<b>Christmas (Dec 23)</b>	
March	<b>£209</b>	February	<b>£219</b>	April	<b>£379</b>	March	<b>£389</b>	4 Nights	<b>£499</b>
April	<b>£229</b>	March	<b>£235</b>	May	<b>£419</b>	April	<b>£419</b>	7 Nights	<b>£739</b>
November	<b>£229</b>	April	<b>£259</b>	June	<b>£449</b>	May	<b>£459</b>	<b>1350SD</b>	
December*	<b>£229</b>	May	<b>£309</b>	July	<b>£449</b>	June	<b>£489</b>	11 Nights	<b>£1159</b>
		June	<b>£349</b>	August	<b>£449</b>	July	<b>£489</b>	<b>Twixmas (Dec 27)</b>	
		July	<b>£349</b>	September	<b>£419</b>	August	<b>£489</b>	3 Nights	<b>£279</b>
		August	<b>£349</b>	October	<b>£389</b>	September	<b>£459</b>	7 Nights	<b>£675</b>
		September	<b>£319</b>			October	<b>£429</b>	<b>New Year (Dec 30)</b>	
		October	<b>£289</b>			November	<b>£429</b>	4 Nights	<b>£439</b>
		November	<b>£289</b>			December*	<b>£429</b>		
		December*	<b>£289</b>						

\*Excluding Christmas,  
Twixmas and  
New Year



Half Price  
Bar OfferCosy Double  
Rooms\*\*\* Superior  
RoomsFamily  
Rooms

## George IV Hotel

Criccieth, Gwynedd

☎ 01766 522168

✉ georgeiv@alfahotels.co.uk

📍 23-25 High Street, Criccieth, Gwynedd,  
LL52 0BS**2 NIGHTS**  
FROM  
**£99**  
PER PERSON

Criccieth lies on the south coast of the Llyn Peninsula with splendid views over Cardigan Bay. The medieval castle dominates the town. The castle headland divides the seafront into two with a pebbly bay to the west and a sheltered, mainly sandy bay to the east. This area is ideal for walking, from the gentle rolling hills of the Llyn Peninsula in the west to the soaring majesty of Snowdonia in the east, with delightful gardens and castles at every turn. Criccieth railway station provides a great way to visit Porthmadog or Pwllheli.

A delightful and unique hotel, situated on Criccieth's High Street. From many of the hotel bedrooms, you can enjoy magnificent views over Cardigan Bay and Criccieth Castle or over to the Welsh mountains. The hotel is just a short stroll away from the beach, resorts shops and rocky headland. The hotel features a lounge bar, restaurant, quiet lounge and entertainment room.

### Additional Information

- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

### Nearby

- ✓ Snowdonia National Park
- ✓ Portmeirion Village
- ✓ Harlech
- ✓ Porthmadog
- ✓ Llechwedd Slate Caverns
- ✓ Ffestiniog Railway
- ✓ Llanberis Lake Railway

2 Nights - 4365SD		3 Nights - 4365SD		4 Nights - 5365SD		6 Nights - 367SD		7 Nights - 365SD		Festive	
February	£99	February	£149	February	£199	February	£279	February	£309	<b>Christmas (Dec 23)</b>	
March	£99	March	£159	March	£229	March	£319	March	£349	4 Nights	£479
October	£99	November	£199	April	£259	April	£359	April	£399	7 Nights	£699
November	£99	December*	£199	May	£289	May	£399	May	£439	1365SD	
				June	£319	June	£409	June	£449	11 Nights	£1059
				July	£319	July	£409	July	£449	<b>Twixmas (Dec 27)</b>	
				August	£319	August	£409	August	£449	3 Nights	£255
				September	£299	September	£369	September	£419	7 Nights	£599
				October	£249	October	£359	October	£389	<b>New Year (Dec 30)</b>	
				November	£249			November	£389	4 Nights	£399
				December*	£249			December*	£389		

\*Excluding Christmas,  
Twixmas and  
New Year



**Cosy Double Rooms**



**Superior Rooms**



**Room with a view**



**Family Rooms**

## Cliffe Norton Hotel

Tenby, Pembrokeshire



☎ 01834 842333

✉ [cliffe.norton@alfahotels.co.uk](mailto:cliffe.norton@alfahotels.co.uk)

📍 The Norton, Tenby, South Pembrokeshire, SA70 8AA

**3 NIGHTS**  
FROM  
**£149**  
PER PERSON

Tenby is a uniquely attractive resort. Its pastel coloured buildings, narrow streets, fortified walls and the quality of the light from its shimmering bays give it an atmosphere which is reminiscent of the Mediterranean, whose history is much richer than most seaside resorts. The fifteenth century Tudor Merchants House gives an insight into life when it was a busy trading port. Tenby has four magnificent sandy beaches and a delightful harbour which is always busy with pleasure crafts and the regular ferries which serve the nearby Caldey Island monastery, a "must" to explore during your stay.

Occupying a prime position on the North Beach, in the stunning resort of Tenby, the hotel boasts spectacular views across the bay from many of the hotel's bedrooms and restaurant and is just a short stroll away from the resort's town centre. The hotel features a restaurant, quiet lounge and bar with dance floor, where you will find entertainment most evenings.

### Additional Information

- ✓ Local car parking is available
- ✓ The restaurant is on a split level from the reception and is accessible via the stairs or a lift
- ✓ Sea view rooms available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves all floors

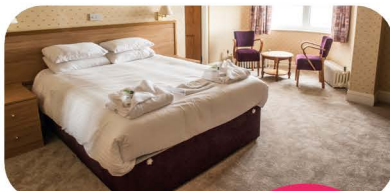
### Nearby

- ✓ Haverfordwest, Laugharne
- ✓ Pembroke
- ✓ Caldey Island boat trips
- ✓ Wales Coast Path, St. David's, Carmarthen, Narberth

3 Nights - 4380SD		4 Nights - 5380SD		6 Nights - 382SD		7 Nights - 380SD		Festive	
January	<b>£149</b>	January	<b>£199</b>	March	<b>£319</b>	January	<b>£299</b>	<b>Christmas (Dec 23)</b>	
February	<b>£149</b>	February	<b>£199</b>	April	<b>£339</b>	February	<b>£299</b>	4 Nights	<b>£499</b>
March	<b>£159</b>	March	<b>£219</b>	May	<b>£439</b>	March	<b>£359</b>	7 Nights	<b>£729</b>
April	<b>£179</b>	April	<b>£229</b>	June	<b>£499</b>	April	<b>£379</b>	<b>1380SD</b>	
October	<b>£189</b>	May	<b>£299</b>	July	<b>£499</b>	May	<b>£479</b>	11 Nights	<b>£1159</b>
November	<b>£189</b>	June	<b>£349</b>	August	<b>£499</b>	June	<b>£549</b>	<b>Twixmas (Dec 27)</b>	
December*	<b>£189</b>	July	<b>£349</b>	September	<b>£459</b>	July	<b>£549</b>	3 Nights	<b>£265</b>
		August	<b>£349</b>	October	<b>£399</b>	August	<b>£549</b>	7 Nights	<b>£679</b>
		September	<b>£325</b>			September	<b>£549</b>	<b>New Year (Dec 30)</b>	
		October	<b>£269</b>			October	<b>£439</b>	4 Nights	<b>£439</b>
		November	<b>£239</b>			November	<b>£409</b>		
		December*	<b>£239</b>			December*	<b>£409</b>		

\*Excluding Christmas, Twixmas and New Year





**Cosy Double Rooms**



**Room with a view**



**Family Rooms**

## Seabank Hotel

Porthcawl, Glamorgan



☎ 01656 782261

✉ seabank@alfahotels.co.uk

📍 Esplanade, Porthcawl, Glamorgan, CF36 3LU

**2 NIGHTS FROM £99 PER PERSON**

Located between Swansea and Cardiff, Porthcawl was originally a port for the iron and steel industries and is still home to the oldest maritime warehouse in Wales and an attractive harbour. It developed as a resort after the Great War and the splendid Grand Pavilion dates from 1932. It is famous for its many golf courses including the world famous Royal Porthcawl. Coney Beach is a fairground with a variety of rides and amusements which was named after the famous New York venue. Porthcawl has several beaches and some lovely countryside walks.

The Seabank is Porthcawl's most iconic building, situated on the headland with fantastic sea views across the resort. There are spectacular panoramic views of the Bristol Channel and coast from the bar and many bedrooms. The hotel features a large modern restaurant, quiet lounge and bar, with dance floor, where you will find entertainment most evenings.

### Additional Information

- ✓ Free hotel car parking available
- ✓ Ground floor rooms available
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves most rooms

### Nearby

- ✓ Swansea
- ✓ Barry Island
- ✓ St. Fagan's National Museum of History
- ✓ Royal Mint Experience
- ✓ Cardiff
- ✓ Brecon Beacons

2 Nights - 3385SD		3 Nights - 4385SD		4 Nights - 5385SD		6 Nights - 387SD		7 Nights - 385SD		Festive	
February	£99	February	£149	February	£199	February	£299	February	£339	<b>Christmas (Dec 23)</b>	
March	£119	April	£189	March	£235	March	£319	March	£369	4 Nights	£479
October	£109	September		April	£259	April	£369	April	£399	7 Nights	£699
November	£109	25th - Elvis festival	£339	May	£289	May	£389	May	£435	<b>1385SD</b>	
				June	£319	June	£409	June	£455	11 Nights	£1095
		October	£169	July	£319	July	£409	July	£455	<b>Twixmas (Dec 27)</b>	
		November	£169	August	£319	August	£409	August	£455	3 Nights	£255
		December*	£169	September	£299	September	£389	September	£435	7 Nights	£645
				October	£269	October	£369	October	£399	<b>New Year (Dec 30)</b>	
				November	£269			November	£399	4 Nights	£425
				December*	£269			December*	£399		

\*Excluding Christmas, Twixmas and New Year

# Explore Scotland

A land of magical glens and picturesque lochs with stunning mountain views, when it comes to exploring Scotland, it's as much about the journey as the destination. From the shimmering waters of Loch Lomond, to the unspoilt natural beauty of the Highlands and everything in between, a holiday to Scotland is sure to leave you with memories to last a lifetime.



**DUNOON**

## Alfa Hotels in this area

- |    |                                 |    |
|----|---------------------------------|----|
| 23 | Waverley Castle Hotel - Melrose | 36 |
| 24 | Selborne Hotel - Dunoon         | 37 |
| 25 | Croft Anna Hotel - Fort William | 38 |





**Cosy Double  
Rooms**



**Superior  
Rooms**



**Family  
Rooms**

## Waverley Castle Hotel

Melrose, Scottish Border



☎ 01896 822244

✉ waverleycastle@alfahotels.co.uk

📍 Waverley Road, Melrose,  
TD6 9AA

**2 NIGHTS  
FROM  
£109  
PER PERSON**

The picturesque town of Melrose is located halfway between the Northumberland National Park and Edinburgh near to the triple peaks of the Eildon Hills, one of the Scottish Borders' most distinctive landmarks. It is the perfect place to enjoy the transition from England to Scotland and take in the breathtaking scenery and hospitality. There's plenty to explore in the area, from charming local towns and villages to historic houses, castles and abbeys plus whisky tours and distilleries and gardens. Located just a mile from the centre of the beautiful town of Melrose, the hotel is set in five acres of parkland, offering the perfect base to explore its incredible surroundings which include Edinburgh and the Northumbrian coastline. Set in five acres of parkland and a 4-minute walk from the River Tweed, this stately looking hotel provides stylish guest spaces with a choice of relaxing lounge and bar areas, chic dining room and beautifully refurbished ballroom. The Waverley Castle Hotel is the ideal place to unwind, rejuvenate and explore a historic and fascinating area of Scotland.

### Additional Information

- ✓ Free parking is available at the hotel
- ✓ Ground floor rooms available
- ✓ Free Wi-Fi in public areas
- ✓ Lift serves all floors

### Nearby

- ✓ Melrose Abbey
- ✓ Edinburgh
- ✓ Northumberland National Park
- ✓ Abbotsford House
- ✓ Floors Castle
- ✓ Harmony Gardens
- ✓ Rosslyn Chapel

#### 2 Nights - 3440SD

February	<b>£109</b>
March	<b>£119</b>

#### 3 Nights - 4440SD

January	<b>£149</b>
February	<b>£149</b>
March	<b>£159</b>
April	<b>£179</b>
November	<b>£179</b>
December*	<b>£179</b>

#### 4 Nights - 5440SD

January	<b>£199</b>
February	<b>£219</b>
March	<b>£229</b>
April	<b>£269</b>
May	<b>£299</b>
June	<b>£319</b>
July	<b>£319</b>
August	<b>£319</b>
September	<b>£299</b>
October	<b>£279</b>
November	<b>£279</b>
December*	<b>£279</b>

#### 6 Nights - 443SD

February	<b>£319</b>
March	<b>£329</b>
April	<b>£359</b>
May	<b>£399</b>
June	<b>£439</b>
July	<b>£439</b>
August	<b>£439</b>
September	<b>£399</b>
October	<b>£369</b>

#### 7 Nights - 440SD

January	<b>£329</b>
February	<b>£349</b>
March	<b>£369</b>
April	<b>£399</b>
May	<b>£439</b>
June	<b>£479</b>
July	<b>£479</b>
August	<b>£479</b>
September	<b>£439</b>
October	<b>£399</b>
November	<b>£389</b>
December*	<b>£389</b>

#### Festive

<b>Christmas (Dec 23)</b>	
4 Nights	<b>£479</b>
7 Nights	<b>£699</b>
<b>1440SD</b>	
11 Nights	<b>£1045</b>
<b>Twixmas (Dec 27)</b>	
3 Nights	<b>£255</b>
7 Nights	<b>£639</b>
<b>New Year (Dec 30)</b>	
4 Nights	<b>£419</b>

\*Excluding Christmas,  
Twixmas and  
New Year


**Half Price  
Bar Offer**


**Cosy Double  
Rooms**

**Room with  
a view**

**Family  
Rooms**

## Selborne Hotel

Dunoon, Argyll



 01369 702761

 selborne@alfahotels.co.uk

 Clyde Street, Dunoon, Argyll,  
PA23 7HT

**2 NIGHTS  
FROM  
£119  
PER PERSON**

Dunoon is splendidly situated on the western shores of the Firth of Clyde. A traditional seaside resort, Dunoon boasts lovely gardens, the remains of a castle, a four mile promenade and a 19th Century pier with panoramic views across the Clyde. Pleasure cruises run throughout the summer months sailing to destinations ranging from Loch Goil to Largs and Rothesay. You may even catch the last sea-going paddle steamer in the world, the Waverley.

In a superb position on the banks of the Clyde, the hotel boasts spectacular views across the hotel's gardens that reach down to the promenade and water's edge. All the public rooms and many of the bedrooms offer uninterrupted views of the Clyde. Ground floor areas include a bar lounge with dance floor, quiet lounge and games room. The hotel has an outdoor terrace, where you can enjoy the view. Entertainment is provided most evenings in the bar lounge.

### Additional Information

- ✓ Free hotel car parking available
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ Lift serves most rooms

### Nearby

- ✓ Inveraray Castle
- ✓ Helensburgh
- ✓ Loch Lomond
- ✓ Isle of Bute
- ✓ Oban
- ✓ Glasgow
- ✓ Luss

2 Nights - 3410SD		3 Nights - 4410SD		4 Nights - 5410SD		6 Nights - 412SD		7 Nights - 410SD		Festive	
October	£119	April	£169	February	£199	March	£279	March	£309	<b>Christmas (Dec 23)</b>	
		October	£169	March	£199	April	£319	April	£359	4 Nights	£499
		November	£179	April	£219	May	£359	May	£399	7 Nights	£699
				May	£279	June	£379	June	£419	<b>1410SD</b>	
				June	£299	July	£379	July	£419	11 Nights	£1095
				July	£299	August	£379	August	£419	<b>Twixmas (Dec 27)</b>	
				August	£299	September	£355	September	£389	3 Nights	£255
				September	£289	October	£299	October	£339	7 Nights	£679
				October	£259			November	£349	<b>New Year (Dec 30)</b>	
				November	£219					4 Nights	£439



Half Price  
Bar OfferCosy Double  
RoomsSuperior  
RoomsRoom with  
a viewFamily  
Rooms

## Croit Anna Hotel

Fort William, Inverness-shire



☎ 01397 702268

✉ croitanna@alfahotels.co.uk

📍 Achintore Road, Fort William,  
Inverness-shire, PH33 6RR**2 NIGHTS**  
FROM  
**£109**  
PER PERSON

Fort William, the "Outdoor Capital of the UK" is not only an important tourist centre but also a splendid location from which to explore the magnificent Western Highlands. It is situated at the southern end of the Great Glen, on the shores of the crystal clear Loch Linnhe beneath Britain's highest mountain, Ben Nevis. Take a trip on the world famous Jacobite Steam Train and enjoy the stunning scenery of the West Highland Line. Inverness, Oban, Skye and Speyside all make superb full days out and of course, the breathtaking Glencoe. In an idyllic position on the shores of Loch Linnhe, there are spectacular views across the Loch from the hotel's restaurant, bar and lounge and from many of the bedrooms. The hotel provides an excellent base in which to relax and features a large restaurant, cosy quiet lounge and a bar with dance floor, where entertainment can be found most evenings. The outdoor terrace provides a great location to enjoy a drink, whilst admiring the stunning scenery.

### Additional Information

- ✓ Free hotel car parking available
- ✓ Room with a view available
- ✓ Free Wi-Fi throughout
- ✓ No lift but ground floor rooms are available

### Nearby

- ✓ Loch Ness
- ✓ Isle of Skye
- ✓ Inverness
- ✓ West Highland Line
- ✓ Nevis Range Gondolas
- ✓ Glencoe Visitor Centre
- ✓ Mallaig
- ✓ Oban
- ✓ Speyside

2 Nights - 3440SD		3 Nights - 4430SD		4 Nights - 5430SD		6 Nights - 432SD		7 Nights - 430SD		Festive	
April	£109	April	£169	February	£199	March	£279	March	£309	<b>Christmas (Dec 23)</b>	
May	£129	October	£169	March	£199	April	£319	April	£359	4 Nights	£479
October	£119	August	£269	April	£219	May	£379	May	£419	7 Nights	£599
		November	£179	May	£279	June	£419	June	£449	<b>1430SD</b>	
				June	£309	July	£419	July	£449	11 Nights	£1095
				July	£309	August	£419	August	£449	<b>Twixmas (Dec 27)</b>	
				August	£309	September	£399	September	£439	3 Nights	£199
				September	£299	October	£369	October	£399	7 Nights	£599
				October	£269			November	£349	<b>New Year (Dec 30)</b>	
				November	£219					4 Nights	£445

\*Excluding Christmas,  
Twixmas and  
New Year

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