

## Copywriting, Guest Guides, Strozzi Palace Boutique Suites, Cheltenham

Copywriting, Guest Guides, Strozzi Palace Boutique Suites, Cheltenham. First impressions are fundamental to the success of any hotel. The details really do matter. In each of the six Italian-styled boutique suites at Cheltenham's Strozzi Palace, guests can browse a stylish guide to orient themselves on arrival. From the building's history, to accessing the wireless network, to local dining and shopping, a five-minute read answers their most commonly asked questions. Copy: Ian Castle, Freelance Copywriter. Client: strozzipalace.co.uk

### Extracts:

#### Welcome to Boutique Luxury at the Strozzi Palace, Cheltenham Spa.

Hello! We hope you had a pleasant journey here. We're absolutely delighted to have you with us.

You're now staying right in the heart of beautiful, sophisticated Cheltenham – moments from The Promenade. You've chosen the perfect base to explore and enjoy our historic, stylish, buzzing Regency town.

We're all about keeping things simple and stylish...and doing them extraordinarily well. This brief guide will explain a little more about your suite and our facilities. We hope you'll take a few moments to read it.

The Strozzi team is genuinely passionate about delivering a top quality product and service. So if there's anything we can help with to make your stay more enjoyable - or in the unlikely event you encounter any problems - do let us know. Just call us on 01242 650028.

So sit back. Relax. Unwind. Read on and discover what a great stay you have in store....

#### Cheltenham's own 'Palazzo Strozzi'

Built in 1894, our Grade II listed red-brick and stone 'Palazzo' façade is based on the beautiful Palazzo Strozzi – one of the most important examples of renaissance architecture in Florence.

Extended in 1900, the site provided Cheltenham's first electricity supply and subsequently power for the trams of Cheltenham's light Railway Company. Following various roles spanning both World Wars the building was finally vacated in 1959 – remaining untouched for 49 years.

Following our acquisition of the property, we resolved to restore the building to its former glory. Plans to realise our Boutique Hotel Suites concept were finalised in December 2007. Following a tireless £0.75M conversion, overcoming many architectural and technical challenges, we opened our doors to guests in November 2008.

Strozzi Palace fuses Italian style with a chic, high-end design specification. The result is what you see: luxurious accommodation in right in central Cheltenham - typically for less than the price of a quality hotel room.

For Sale. Persuasion.™



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