



## **PRESS RELEASE**

**1 August 2009**

### **Five Star Lough Erne Golf Resort Partners With Harrods**

**- Lau Erb skincare range showcased to over 280,000 customers -**

The first AA and NITB five star hotel in Northern Ireland, Lough Erne Golf Resort, and top skincare brand Lau Erb, recently partnered with the famous London department store, Harrods, to offer customers a chance to win a luxury 'Thai Spa Discovery Break' at the Resort's Thai Spa - Lau Erb's flagship Spa.

Launched in Thailand in 2000, Erb, which means '*glowing*', is today one of Thailand's top skincare brands. The promotion, which ran from 19 to 25 July in Harrods, received hundreds of entries.

Over 150 Harrods' customers experienced a flavour of some of the treatments available with highly qualified and trained Lau Erb Thai Therapists from The Thai Spa at Lough Erne Golf Resort, including 'The Open Mind, Neck Back & Shoulder Massage' and 'The Finger Fabulous' treatment.

Speaking about the promotion, Jonathan Stapleton, General Manager of Lough Erne Golf Resort, said: "I am delighted with the huge response we have received from this week long promotion to date. We felt that because Lough Erne Golf Resort and Lau Erb are both premium brands, Harrods offered a perfect platform to showcase our world class Resort and Lau Erb's flagship Spa.

“This promotion has raised the profile not only of The Resort but also of the beauty of the Fermanagh Lakelands – we have no doubt it will attract future tourism to County Fermanagh and beyond.”

The lucky winners of this fantastic prize will be treated to a two-night stay in a luxury Lakeview Room, a 60 minute treatment in The Thai Spa each, full Irish Breakfast each morning and dinner in The Catalina Restaurant on one night of their stay. Additionally, the winners will also receive 10% off any further treatments at The Thai Spa and The Spa Boutique.

Lau Erb products are a natural based range with a complimentary organic facial care line. The products focus on good health and well-being, in addition to beautiful skin. The therapies are exotic rituals that capture the essence of true Thai culture – with a completely holistic approach.

The Thai Spa, the Authentic Thai Spa Experience, at Lough Erne Golf Resort features 8 treatment rooms, Monea Light & Deep Relaxation Rooms, Crystal Aroma Steam Room, Light Therapy Sauna, Exotic Rain Shower, Mud Rasul and The Infinity Pool.

For more information on Lough Erne Golf Resort and The Thai Spa please log onto [www.loughernegolfresort.com](http://www.loughernegolfresort.com) or call +44 (0) 28 66323230

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For all media enquiries please contact Janet McKay on 07968 817514 or email [janet@janetmckaypr.com](mailto:janet@janetmckaypr.com)

### **About Lough Erne Golf Resort**

Lough Erne opened in County Fermanagh, Northern Ireland, in October 2007. It is set on a 600 acre peninsula nestled in between Lower Lough Erne and Castle Hume Lough. The privately-owned hotel has 120 guestrooms including 25 two and three bedroom Loughside Lodges which offer private, fully serviced accommodation.

The Resort features The Thai Spa, a variety of innovative dining options including The Catalina Restaurant for elegant dining overlooking the Lough, The Blaney Bar for The

Grazing Menu and exclusive Irish Whiskey Collection; The Loughside Clubhouse, Bar & Grill for Casual All Day Dining & Prime Irish Meats from The Grill and The Garden Hall for Traditional, Chocolate & Pink Afternoon Tea.

The Resort has 2 Championship Golf Courses, including The Faldo Course, The Ultimate Golf Destination (opened July 1<sup>st</sup> 2009).

Lough Erne Golf Resort is located just five minutes from Enniskillen (St Angelo) private airport. It is also easily accessible from Belfast International, Belfast City, City of Derry airports and Dublin Airport. All tills at Lough Erne Golf Resort accept Euro currency.