

Milford Hall Salisbury Unveils Stunning Transformation & Joins IHG

Milford Hall Salisbury is excited to reveal its refreshed look, transforming the historic hotel into a modern and elegant destination. This exciting update comes alongside the hotel's recent joining of the InterContinental Hotels Group (IHG), with plans to transition to voco soon.

InterContinental Hotels Group (IHG) is a leading hospitality company, and voco is a premium brand that combines the reassurance of a global brand with a laid-back, welcoming atmosphere.

The hotel will showcase these new developments at the upcoming Visit Wiltshire Media Discovery event, where key media representatives will be invited to learn more about Milford Hall Salisbury's transformation. These include newly designed bedrooms, an updated reception area, and the newly opened Sarums Brasserie & Bar, offering locally inspired dishes in an elegant and stylish setting.

With a focus on group stays, Free Independent Travelers (FIT), and corporate bookings, the hotel offers ample on-site parking, versatile event spaces, and an ideal location for both business and leisure guests. The hotel is ready to welcome both media representatives and guests, offering an elevated guest experience, and is eager to share its journey from independent to IHG.

Elaine Falconer, Director of Sales at Milford Hall Salisbury, shared: "We're thrilled to offer an elevated guest experience and to be part of IHG. It's a really exciting time for the hotel, and we're looking forward to showcasing our transformation at Visit Wiltshire's Media Discovery event."

Milford Hall Salisbury blends historic charm with modern luxury, offering elegant accommodation, dining, and event facilities in the heart of Salisbury. The hotel is now open and ready to welcome guests for both leisure and business stays.

For more information or to make a reservation, visit www.salisbury-hotel.com or contact the hotel at 01722 417 411.