



## PRESS RELEASE



# BLUE CHIP HOLIDAYS TO SHAKE UP THE SELF-CATERING SCENE WITH THE LAUNCH OF ITS EXCLUSIVE CONCIERGE SERVICE 'BLUE CHIP EXPERIENCE'

From llama trekking on Dartmoor National Park to a molecular gastronomy and mixology master class at sundown, Blue Chip Experience is paving the way for a new breed of self

This September, premium self-catering holiday specialist Blue Chip Holidays is launching its brand new bespoke concierge service 'Blue Chip Experience' across its entire British portfolio, providing unique activities and adventures exclusively for guests.

The launch of this new experience element will see Blue Chip Holidays evolve the traditional self-catering holiday scene further by bringing guests the inside track on all there is to do in the local area. Taking the stress out of organising activities that everyone will enjoy, the experts at Blue Chip Experience offer a personal consultation and tailor make each holiday to suit every type of guest, handpicking the best local operators.

Whether it's for a family of four, a group gathering or a mini-mooning couple, nothing is beyond the realms of possibility for Blue Chip's specialists who can find the most weird and wonderful adventures in the most unlikely of places. With an unrivalled knowledge of the region, they create bespoke experiences that can't be replicated elsewhere.

By the coast there's beach foraging for precious shells followed by a jewellery-making workshop in the comfort of a Blue Chip holiday home, a molecular gastronomy and mixology master class at sundown, beam fit pilates at sunrise on a serene local beach and a picnic on a secluded bay reached by private yacht. Alternatively, for those staying in a rural location, there's llama trekking on Dartmoor National Park, fishing in a well-stocked lake on the doorstep of a Blue Chip lodge and clay pigeon shooting at one of Blue Chip Holidays' Grade II listed country manors.

catering holiday.



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Blue Chip Holidays' Managing Director, Allan Lambert, commented: "Self catering holidays provide our guests with great flexibility allowing them to explore the local area and all it has to offer without being tied to hotel schedules. It follows therefore that increasingly our guests have sought guidance on the experiences available to them, which is why we are launching a new concierge service, to help them make the most of their time away. We never organise 'off the shelf' activities that guests might find themselves, making the experiences we offer truly unique, which is what most of our guests are looking for."

From quaint country cottages with log-burning stoves and thatched roofs to stylish apartments with dramatic sea views and hot tubs, Blue Chip Holidays offers a wide choice of locations across the UK to escape from the city and relax in comfort.

Whatever the type of British holiday there are hundreds of premium properties to choose from in Cornwall, Devon, Dorset, Wiltshire, Hampshire, Somerset, Sussex, Yorkshire and the Isle of Wight. There are properties designed for romantic retreats; that are baby and child friendly; which welcome dogs; that are near a beach; which have stunning views or that are ideal for a group getaway.

For full details of the properties available from Blue Chip Holidays, please visit: [www.bluechipholidays.co.uk](http://www.bluechipholidays.co.uk)