

hope street hotel hosts an international press launch for the new Range Rover Evoque

Independent boutique hope street hotel has been chosen by Jaguar Land Rover to host 800 international journalists, all invited to the Range Rover Evoque global press ride and drive.

Chief Executive of hope street hotel Dave Brewitt says: “Jaguar Land Rover’s PR and Events team came to us with the premise that they wanted the UK launch to tell a ‘story’ relevant to the Evoque and its city; the architecture, history, its food, culture and people. We think a lot of that story is here under one roof; our building, restaurant, brand and our staff”.

“Jaguar Land Rover have organised an amazing two days for these Journalists from all over the world, from Russia, China, India, Europe, The Middle East and Americas and we are delighted to be such an integral part of this event. To be able to show so many journalists our rooms and serve our food is a great PR coup and one we have taken very seriously with all departments working beyond the call of normal duty.”

“The arrival and departure of journalists is a daily event and the Jaguar Land Rover team have been determined to show the best of Liverpool, from Liverpool Cathedral, Albert Dock and the World Heritage Site to the Museum of Liverpool and one of the world’s most advanced automotive facilities at Halewood. hope street hotel and The London Carriage Works is proud to be part of that fantastic package of brands chosen by Jaguar Land Rover.”

Chef Director Paul Askew says: “Jaguar Land Rover had worked with The London Carriage Works before and knew we were able to deliver the highest standard of food, service and presentation. To deliver that consistently for 30 nights alongside the normal running of the kitchen and restaurant has made me very proud of my team.”

“We have been fully supported and encouraged by Jaguar Land Rover in our choice of menus and their journalists have enjoyed Suckling Pig, Salmon, Crab, Prawns, local and seasonal fruits and vegetables. We have had some overwhelming feedback from so many journalists, not only about ourselves but also the city.”

Mary Colston Creative Director mary@hopestreethotel.co.uk 0151 709 3000