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**ANITA BOWER WINS WOMAN OF THE YEAR TROPHY 2024
AT ANNUAL RELAIS & CHÂTEAUX CONGRESS**



London, November 2023 | Anita Bower, People & Culture Director of Iconic Luxury Hotels has been awarded the prestigious Woman of the Year Trophy 2024, at Relais & Châteaux’s 2023 annual international congress, held in Copenhagen on the 13th and 14th November.

Each year the association recognises the achievements and successes of its 580 members worldwide by awarding ten highly prized trophies, celebrating all those who are truly dedicated to their profession, inspiring passion in others across multiple disciplines, including gastronomy, well-being, and environmental responsibility.

Andrew Stembridge, Executive Director of Iconic Luxury Hotels said: “Anita has been the driving force behind our exceptional People and Culture Strategy for over 19 years now, having joined the senior strategic team when we only had one hotel. With the recent opening of The Chelsea Townhouse, Iconic Luxury Hotels now boasts six hotels in the UK, with a collective team of over 1000, 15 of which are based within People & Culture departments either centrally or on property. Three of these hotels are Relais & Châteaux members, including 11 Cadogan Gardens, which is the only R&C Member in London, Chewton Glen the longest standing member in the UK having joined in 1971, and Cliveden House, in Berkshire.

“It was Anita’s commitment to sharing best practise so willingly with all member properties and the fact that she heads up the UK & Ireland Delegation ‘HR Club’ that drew her to the attention of the R&C awards panel this year. With the strong growth of our business, our commitment to creating an engaged and motivated team has never been stronger and best-in-class initiatives such as our Team Charter, ongoing Leadership Programme and Annual Leadership Conference support exceptionally high levels of team retention and have led to the creation of a very appealing employer brand. Anita is no stranger to being applauded for her great work as she was also the very deserved recipient of the HR Professional Catey in 2019,” concluded Andrew Stembridge.

Commenting on her achievement, Anita Bower said: “It was a true honour to be presented with this award in Copenhagen. People are the backbone of hospitality and even more so within the R&C network, which is clearly differentiated by its unique family spirit and the human relationships formed between the team members and guests. It has been an absolute pleasure to be able to share best practice and help drive the people agenda and Relais values within the UK & Ireland delegation and beyond, especially at a time when attracting and retaining talent has never been so important.



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About Relais & Châteaux

Established in 1954, Relais & Châteaux is an association of 580 unique hotels and restaurants throughout the world, owned and operated by independent entrepreneurs – most often families – who are passionate about their craft and deeply committed to forging warm, lasting relationships with their guests. Relais & Châteaux members protect and promote the wealth and diversity of the world's culinary and hospitality traditions, to ensure they continue to thrive. They are equally dedicated to preserving local heritage and the environment, as articulated in the association's Vision presented to UNESCO in November 2014.

About Iconic Luxury Hotels

Iconic Luxury Hotels was founded in December 2016 and is part of L+R Hotels (landrhotels.com) - a highly motivated family-owned global hotel investment and management company - who have an extensive portfolio of over 105 hotels, with approximately 21,000 bedrooms. Iconic Luxury Hotels is an expanding collection with an international focus. The collection comprises an eclectic array of properties each of which celebrates distinct architecture, cultural heritage, and natural surroundings.

Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences. The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels are comprised of Chewton Glen an English estate on the South Coast, The Lygon Arms a 14th Century Coaching Inn in the Cotswolds, 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential areas, The Mayfair Townhouse, London and the latest edition to the Collection, The Chelsea Townhouse which opened its doors in September 2023.