

## ***The Great Hotel Escape* - A Freeform Production for C4 - PRESS RELEASE**

*Gogglebox* stars and hoteliers Steph and Dom Parker are set to appear in new Channel 4 series, *The Great Hotel Escape*, with Jake Dinsdale, Managing Director at Simonstone Hall Hotel, near Hawes in the Yorkshire Dales.

Filmed over the last 12 months, the 20-part documentary series follows Steph and Dom as they meet families and individuals who are planning to open, or who are already running, their own historic hotels in some of Britain's most beautiful locations.

Each episode goes behind the scenes to meet the individuals who have risked everything to turn their dream of running a hotel into a reality. From newlyweds working against the clock to renovate a 16th century castle, to a couple opening the doors to their 18th century boutique hotel for the very first time, and to Jake Dinsdale of Simonstone Hall, taking on the task of transforming this handsome country house hotel into the successful destination venue that it is today, through renovations and clever format changes.

Across the series, we'll see a whole host of stunning, interesting and quirky buildings as Steph and Dom lend a hand to help; from knocking down walls, digging up manor gardens, helping launch the hotels and even corralling noisy peacocks!

During the recent renovations at Simonstone Hall, Steph & Dom enjoyed following the works and 'mucked-in' to lend a hand and push-on with the transformative changes.

Steph and Dom are excited about the show, saying: *'We've had tremendous fun filming the series and have met some exceptionally brave souls over the past 12 months, including Jake!'*

Michelle Heeley, Senior Executive Producer at Freeform Productions, said: *'We are thrilled to be making this series for C4. The hoteliers we are meeting are awe inspiring - they are determined to make their dream of running a hotel work. And Steph and Dom are the perfect hosts - of course they are great company but they also have masses of experience from running their own hotel.'*

Although best known for appearing on *Gogglebox*, Steph and Dom renovated and ran their own hotel, *The Salutation* in Kent, for 12 years.

*The Great Hotel Escape* (20x60') was commissioned by Channel 4 Head of Daytime, David Sayer. It is a Freeform Production and is being Executive Produced by Michelle Heeley, and Simonstone Hall will star throughout the third week as a key feature.

David Sayer, Head of Daytime, Channel 4, says *'This series explores the realities of running a hotel in some of the most beautiful locations in the UK. We're thrilled to be working with Steph and Dom on the series and excited to be following them in their journey across the countryside.'*

Jake Dinsdale took over the Hotel following the sale in early 2016, at the age of only 26. After training as an Architect he moved back to his home town of Hawes to take-on the Simonstone Hall challenge and hasn't looked back since; delighted to win recent national hospitality awards; including a listing on the industry 'Power List' and champion in the Countryside Alliance Rural Enterprise awards. He is delighted to feature in the new programme and for the Hotel to be so widely recognised.