

PRESS RELEASE

**Introducing North Beach Tenby:
Luxurious, Contemporary Holiday Apartments
Within The Walls Of Tenby Old Town**

1 June 2011: The picturesque Pembrokeshire beach resort of Tenby has a stunning new addition: two luxurious, contemporary apartments that are collectively known as North Beach Tenby (www.northbeachtenby.com). The two-bedroom apartments have recently been created from a Regency townhouse with sensational views overlooking the wide expanse of sandy North Beach.



Aside from the glorious panoramic views, the apartments are well located in the heart of Tenby, just a few minutes' walk from all the old town's attractions – shops, cafes, restaurants, medieval walls, National Trust property and, of course, the fabulous beaches of North, South and Castle.

Both apartments accommodate four, each having a double room with an ensuite shower, a twin room and a bathroom with shower, and a spacious living space with separate cooking, eating and dining areas. The kitchens are fully fitted with every amenity, including ovens, dishwasher and washing machines, while the living areas come complete with flat-screen TVs and DVD players and long-burning stoves, for snuggling round in cooler evenings when the wind whips off the Celtic Sea. The apartments also come with off-street parking and use of a kayak, subject to availability.



A week's summer holiday at North Beach Tenby costs from £1,100 per apartment per week in June, including use of linens, full cleaning service, the provision of logs for the stoves and use of all of the facilities mentioned previously; an extra single bed to accommodate a fifth person can be supplied on request at no extra charge. In winter, week-long rates start at £850 per flat. Shorter stays are possible, but are subject to a minimum two-night stay and availability. Reservations can be made through the website www.northbeachtenby.com.

Ends

Notes for Editors

Tenby (or, in Welsh, *Dinbych-y-Pysgod*, meaning *little town of the fishes* or *little fortress of the fish*) is a quintessentially British seaside town lying on Carmarthen Bay in Pembrokeshire, South West Wales.

Perched on a headland, with sandy beaches either side, Tenby is the perfect subject for a picturesque postcard, but it is not just a pretty face, it is also teeming with history. The earliest reference to Tenby is thought to date to the 9th century, when a hill fort existed there. It became an important seaport in medieval times and the town walls, built in the late 13th century, still stand. However, it really flourished in the 15th century as a centre for the textile trade, exporting cloth in return for salt and wine. When cloth-making declined in the 18th century, Tenby re-invented itself once again, becoming a renowned health resort, complete with spa and healthy coastal walks.

Today, Tenby is a pretty pastel palette thanks to its houses – among them many elegant Georgian mansions – which are painted various shades of pink, yellow, blue and violet. They front the beaches and are contained within the town's medieval walls, which funnel holiday-makers through narrow streets lined with pubs, ice-cream shops and seaside boutiques.



Notable features of Tenby include:

- ❖ 2½ miles (4 km) of sandy beaches
- ❖ the 13th century medieval town walls, including the Five Arches barbican gatehouse
- ❖ the 15th century St. Mary's Church
- ❖ the Tudor Merchant's House (a National Trust property)
- ❖ a museum with art gallery
- ❖ the Pembrokeshire Coast Path, part of Wales' only coastal National Park
- ❖ boat trips from Tenby harbour to the offshore monastic Caldey Island, which make a great day's excursion.

For more information, please contact:

Sue Heady

Director

Heady Communications

T: 01608 651 692

M: 078 5595 0705

E: sue@headycommunications.com