



# SOCIAL MEDIA for WEDDING VENUES



NORTHERN LIGHTS PR & MARKETING

## FILL YOUR WEDDINGS DIARY

### Background

For most castles, hotels and attractions a wedding booking is a lucrative deal. Just one or two more additional weddings a year can make a difference to the bottom line.

At welcometraining.com we have been working with the hospitality industry for years and know that one of the most reliable ways to generate bookings is superb customer service. In the wedding industry you hope that won't be repeat bookings for the bride and groom, but recommendations from friends who attend their celebration who might marry in the future.

In the last two years a new form of customer service has emerged which is both an opportunity and a risk for wedding venues. Social media. For wedding venues this tends to be Facebook and Twitter, though could include YouTube, blogs and even LinkedIn.

We have asked our partner, Northern Lights PR, to carry out research into how social media is being used for those putting on weddings.

What has emerged is a mixed picture. In an analysis of 15 of the UK's top wedding venues – as named by Marie Claire, The Independent, Hitched.co.uk, Welcome2Yorkshire and Brides magazine – the findings were

- 86% have a Facebook page – ranging from a basic information page on a castle to an additional Facebook page entirely dedicated to weddings
- 86% are on Twitter. While most accounts are run as a general hotel/attraction account, one group of hotels runs a Twitter account dedicated purely to weddings under @bijouweddings while Allerton Castle has delegated their account to the catering business that runs their functions @dinevenues
- Only half of those on Twitter are following journalists strategically – and not all of these are following bride magazines and even fewer, the wedding bloggers
- Three quarters are using their Facebook pages to put up photos of their brides' weddings – with some it is just one or two photos, others are putting up a wide selection
- Two thirds are having discussions on their Wall on Facebook – brides asking questions, photographers posting photos and others commenting on them

This paper pulls together the pockets of excellence in each of these areas. No one venue was 'best' at all activities, though one or two stood head and shoulders above their competitors.

You may still be new to social media and questioning the value. At its worst, if you aren't actively engaged and monitoring online conversations, there may be criticisms that you should be addressing – we look at this later. Who can estimate the value of one or two lost weddings because of negative comments left unaddressed? £20k, £50k? Even £100k?

From analysing what all these wedding venues are doing, here are our ten tips for how you could develop relationships with your brides, long before they come to visit you; get recommendations from your partners; address any concerns that brides have; and get brides' friends and families to do your marketing for you.

## 1. Separate out weddings

Many wedding venues are multi-purpose. In any week they can be hosting half-term trails, Hallowe'en parties, classic car festivals, golf weekends – and weddings. A general venue website, Twitter or Facebook account cannot make the bride feel special..

However, if you set up dedicated wedding pages and accounts – which cost nothing other than time – you can immediately create a sense of exclusivity!

Just look at these examples. The first is the Twitter stream, BijouWeddings. Cain Manor is a top wedding venue that belongs to this group – but all the historic houses in this group also do corporate events. But here they have given weddings a focus – which will help with Google searches and gives a sense of identity to all their conversations.

You cannot be in any doubt that they do lots of weddings, are seriously experienced in them and love doing them.

The image shows a screenshot of the Twitter profile for @BijouWeddings. The profile header includes the name "BijouWeddings", location "London, UK", and a bio: "Bijou Weddings owns and manages 5 magnificent historic properties that are available exclusively for the ultimate 'at home' wedding experience". The website URL is "http://www.bijouweddings.co.uk". The profile has 1,660 tweets, 1,101 following, 2,858 followers, and 78 listed. The main content area shows a list of tweets, including congratulations, mentions of "The Daily Cake", and a link to a video. A sidebar on the right features "Recent Images", "Similar to @BijouWeddings" (listing Perfect Wedding, ukWeddings, and CherishPlanners), and "Following" (listing various wedding-related accounts).

Alnwick Castle has pulled off a similar trick with a dedicated page on Facebook



- Wall
- Info
- Friend activity
- Photos

88 like this

4 talking about this

Likes See all

- Pacific Studios
- Sean Elliott Photography
- One Digital Image
- Hip Operation
- Dandv Events

## Weddings at The Alnwick Garden and Alnwick Castle Like

Event planning/Event services · Alnwick, Northumberland



Wall Weddings at The Alnwick G... · Everyone (Top posts)

Share: Post Photo

Write something...

**Weddings at The Alnwick Garden and Alnwick Castle**  
 Just a reminder... We are hosting another open day this weekend- Sunday 6th November! Call into both the Guest Hall (Alnwick Castle) and the Pavilion Room (Alnwick Garden) from 11.00am-3.00pm to view our fantastic venue space and meet our event co-ordinators, Lee & Mariza.

Both will be on hand to answer any questions about your special day and admission to view the venue space is free!

Like · Comment · Share · Friday at 18:54 ·

**Weddings at The Alnwick Garden and Alnwick Castle**  
 We are hosting another open day this weekend- Sunday 6th November! Call into both the Guest Hall (Alnwick Castle) and the Pavilion Room (Alnwick Garden) from 11.00am-3.00pm to view our fantastic venue space and meet our event co-ordinators, Lee & Mariza.

Both will be on hand to answer any questions about your special day and admission to view the venue space is free!

Like · Comment · Share · 01 November at 12:22 ·

Sean Elliott likes this.

Write a comment...

**Capella Alnwick**  
**Capella Hair Design, Alnwick, Hair Salon, Hair stylist, beauty treatments, index**  
 capellahairdesign.co.uk

Capella Hair Design offers a full range of hair styling and beauty treatments, specialising in Cutting, Colouring and Long Hair/Bridal Styles Manicure, Pedicure, Nail Enhancements, Facial Waxing. Our wide range of professional products and services mean we are hard to beat on price, and our service ...

Like · Comment · Share · 02 November at 09:30 ·

Create a Page

People you may know See all

**Peter Tomlinson**  
 4 mutual friends  
 Add Friend

**Carol Bailey**  
 1 mutual friend  
 Add Friend

Sponsored Create an advert

**New Game on Facebook**  
 Bubble Saga - The new Bubble shooter that spins! Take your skills to a new level now. Warning - Highly Addictive!

**Ugg Boot Runout Sale**  
 It's about to get very cold, get in now while prices are slashed by 40% and before stocks run out. Keep your feet warm this winter.  
 4,714 people like Whooga.

**Wedding Fascinators**  
 hatsbycressida.com  
 Beautiful hats and stunning fascinators to suit all tastes from the big and bold to the small and elegant. Express service available.

**Innocent drinks**  
 Spin the innocent Fruit Machine and you could win a whole years supply of delicious smoothies. Like innocent to spin and win.  
Like · 142,301 people like this.

 **Shona Branigan Photographer**  
 Alnwick Garden is a wonderful wedding venue- I have photographed there many times and can highly recommend it. Lots of beautiful locations which gives plenty of scope for variety and finding your favourite bits; for me lots of natural light and soft shade when I want it; and for both of us- plenty of beautifully lit shelter if it rains!  
<http://shonabranigan.zenfolio.com/alnwick/garden/wedding/photography/photographs/shona/branigan>  
 Like · Comment · 05 October at 17:00 · 🌐

👍 Weddings at The Alnwick Garden and Alnwick Castle likes this.

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 **Weddings at The Alnwick Garden and Alnwick Castle**  
 Lovely to meet so many 2012/2013 brides this weekend at the Race Course wedding fair- your day will come around soon :)  
 Like · Comment · Share · 02 October at 20:46 via Mobile · 🌐

👍 2 people like this.

 **Sarah Heddon** Can't wait. I feel better everytime I speak to you, there is so many things to think of and its hard planning a wedding when you have no experience doing it but you manage to set my mind at rest, thank you x  
 02 October at 20:52 · Like

 **Weddings at The Alnwick Garden and Alnwick Castle**  
 Morning Sarah, lovely to see you yesterday and I hope you had a great day sourcing suppliers and getting inspiration! We are always happy to help and only a phone call or email away, we appreciate people don't plan weddings every day and need some help from time to time. Speak soon, Claire & Lee (Events team)  
 03 October at 07:56 · Like

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 **Sean Elliott**  
 Heres a mini slideshow of a Wedding I Shot at Alnwick Gardens this year for Sammy and Kenny, Great day was had by all, more mini slideshows will follow and dont forget to check out more example of my work at my website at [www.seanelliottphotography.co.uk](http://www.seanelliottphotography.co.uk)  
<http://video214.com/play/5ciWfMU41Y215mPogJgNig/s/dark>  
**Sean Elliott Photography - Newcastle photographer**  
[www.seanelliottphotography.co.uk](http://www.seanelliottphotography.co.uk)  
 Sean elliott photography, considered one of the best Photographers in Newcastle. Recently short listed digital photographer of the year. From wedding photography, family portraits to commercial photography and advertising.  
 Like · Comment · Share · 23 September at 19:24 · 🌐

## 2. Let your brides do the marketing

Anyone who has lived with a bride-to-be will know that weddings generally take over their lives!

They want to get every detail right, they have dozens of questions, they want to share the latest find and excitement.

Facebook is such a great place to let them do this. Provided your customer service is warm and engaging, the evidence of our research is that they want to carry on the conversation when they get home after visiting your venue – and this is a great advertisement for your business.

Many are also keen to thank everyone for their part in their day and share their photos after the wedding. Time and again we saw snippets of this happening, but you could also see that with a little encouragement, this could be trebled several times over.

Look at these great conversations on The Ashes' Facebook page. On this one page you have three brides discussing the best hair and make-up teams for their weddings – and The Ashes recommending their favourites in the middle of it all.



The screenshot shows a Facebook thread on the page for 'The Ashes Exclusive Country House Wedding Venue'. The thread consists of several posts from both the venue and brides. The venue's posts are interspersed with replies from brides. The first post from the venue suggests Emma Shackleton as a hair and makeup artist. A bride, Vikki, replies that her hairdresser let her down and she will call. The venue then responds that they will keep their lists up to date. Another bride, Sarah Breakwell, shares her positive experience with a hair and makeup trial. The venue then asks Emma Lucy Bamford for a review of her trial. Finally, Sarah Breakwell replies to Emma.

**facebook** Search  Vic

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 **The Ashes Exclusive Country House Wedding Venue**  
Hi Jennie

I would suggest you try Emma Shackleton. She is very local (Cheddleton) and is also mobile. She's Toni & Guy trained and does both hair and make-up. You can contact her on 07966 535 681.

You could also try The Retreat as they have a mobile service too.  
<http://www.healthyretreat.co.uk/>

I hope this helps. Let us know if you need help with anything else.

Vikki  
over a year ago · Report

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 **Lisa Mia Edwards**  
Hi Vikki

Thats great to know as my hairdresser has just let me down :-( Will definetly give them a call!

xx  
over a year ago · Report

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 **The Ashes Exclusive Country House Wedding Venue**  
No problem! Be sure to mention we recommended her!

If any suppliers let you down or you have a bad experience with them, perhaps just drop us an e-mail to keep us informed so that we can keep our lists up to date.

Thanks!! vikki@theashes-venue.co.uk  
over a year ago · Report

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 **Sarah Breakwell**  
I've booked contour in leek. The prices are very reasonable, and they are more than happy to come out to you. I've got my hair and make-up trial with them today so will let you know the outcome!!  
The retreat charge £40 call out charge on top of anything else!!!

over a year ago · Report

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 **Emma Lucy Bamford**  
Hi Sarah,

I'd be really interested to hear how your hair and make up trial went. If you could post a little resume on here that would be great. Also how much did it all cost etc.

Thanks  
Emma  
over a year ago · Report

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 **Sarah Breakwell**  
Hi Emma,

**Sarah Breakwell**

Hi Emma,  
I was really really happy with the trial today! My make up was perfect, and my hair looked fabulous, although she wasn't totally happy with it due to the fact I have lots of hair, so she's asked me to go back free of charge for another practise! Prices are £20 for hair up and £20 for make-up. You pay the same for a trial but then if you (or they) are not happy you can keep going back until it is right! You also get 10% off those prices if you have a few things done eg. Bridesmaids hair etc. Also they have been really flexible ie offered to stay late the night before the wedding to do our nails! I honestly cannot fault them!!

Hope that helps. I've got some pics of my bridesmaids hair. I'll try and upload them tomorrow!!

Sarah x

over a year ago · Report

**Arline Mellor**

Hi Sarah

That sounds like a fab price! I think I have sorted my make up but do you know whether she will come out just to do the hair for me, bridesmaids and mother of the bride? Or do you have a contact for her so I can ask for more info? Glad your trial went well-sounds like you had fun!

Arline  
xx

over a year ago · Report

**Sarah Breakwell**

Hi Arline,

yes I'm sure she would. The lady that does the hair is called Emma. The phone number is 01538 384448.

Good luck!!

Sarah x

over a year ago · Report

**Arline Mellor**

Hi

Just to say I rang Emma at Contour in Leek and she was so helpful and so reasonable! I'm going for a trial with my bridesmaids and Mum on 27th March! So excited!

Thanks for the tip Sarah!

Arline  
xx

over a year ago · Report

**Sarah Breakwell**

facebook  Search 

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 over a year ago · Report

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 xx  
 over a year ago · Report

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 over a year ago · Report

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Arline  
 xx  
 over a year ago · Report

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 **Sarah Breakwell**

### 3. Get your wedding partners recommending you

When a bride starts searching for her venue (and it usually is the bride who starts this off), they also start looking at photographers, florists, dresses. In fact, one wedding shop said that many brides now start with their dress and a 'theme' and then search for the venue to go with it all!

Whatever the process, suppliers can play a large part in influencing the choice of venue – and given a little help could be your greatest marketeers.

Here again, The Ashes was leading the field on this. They have got their suppliers 'liking' them on Facebook and all sorts of discussions going involving suppliers – ceilidh band, hair and make-up, cup cakes, videographers, music to walk down the aisle to.

**facebook** Search

**The Ashes Exclusive Country House Wedding Venue** ▾  
**Discussions** Like

Local business

Displaying 20 out of 64 topics.

**First Dance**  
 Latest post by James Barlow - 'The Wedding Singer' about a week ago

**Any Questions?**  
 Latest post by Helen Crummey about a week ago

**Ceilidh band**  
 Latest post by The Ashes Exclusive Country House Wedding Venue about 2 weeks ago

**Hair and make up**  
 Latest post by Beauty By Lucy about 2 weeks ago

**the moat house best western hotel**  
 Latest post by Best Western Stoke-on-Trent Moat House about a month ago

**Music to walk down the aisle to?**  
 Latest post by The Ashes Exclusive Country House Wedding Venue about a month ago

**cupcakes**  
 Latest post by Becky Brown about a month ago

**Videographer**  
 Latest post by Amy Johnson about a month ago

**photo booths**  
 Latest post by Michelle Potts about a month ago

**On-Site Accommodation**  
 Latest post by The Ashes Exclusive Country House Wedding Venue about a month ago

**Hotels, transport and little kids**  
 Latest post by Fiona Cowdrey about a month ago

**Outside Ceremonies**  
 Latest post by The Ashes Exclusive Country House Wedding Venue about 2 months ago

**How were you proposed to/how did you propose ?**  
 Latest post by Elle Garrity about 2 months ago

**About**  
 The Ashes is a magnificent Grade II\* listed family home, in the heart of th...  
 More

**2,319**  
 like this

**65**  
 talking about this

Likes See all

**Exclusive Use Venue Caterers**

**The Ashes Exclusive Wedding Video**

**Stephanie Bloor - Harpist, Pianist & Strings**

**Stott Weddings**

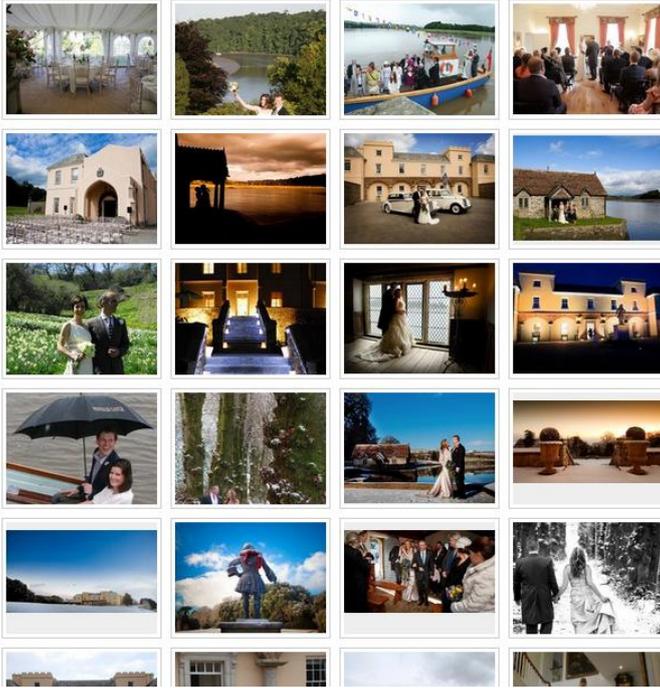
**The Topiary Tree Florist**

#### 4. Photographers posting wedding photos

The relationship with photographers can be beneficial to both the venue and the photographer. What better place for the photographer to post his photos than on the venue's Facebook page?

This works really well for everyone – and brides and their families often comment and say what a lovely day it was. Makes a really warm impression and brings the venue to life.

Pentillie Castle had the best example of using photos from their photographers and brides ....



The Green House posted photos of its first wedding and immediately people were asking how many people could they take (the restaurant only holds 60 people)

**The Green House On Main (Shediac)** added 9 new photos to the album  
The Green House hosts it's first wedding/reception.

Like · Comment · Share · 01 August at 18:41 · 🌐

👍 9 people like this.

**Janet Caissie** very nice  
01 August at 19:44 · Like

**Olivia Oguariri** very nice :) How many people did it hold???

01 August at 23:43 · Like

**Joan Hendrickson** Beautiful place for a wedding, well done!

02 August at 00:02 · Like

**The Green House On Main (Shediac)** 30 for the wedding/dinner - 100 for the dance party & H'orderves!

02 August at 04:15 · Like · 🗨 3

**Sandra Davis** Everything looks great. What would be the maximum number that could be served in the deck area?

03 August at 19:30 · Like

**The Green House On Main (Shediac)** Hello we can seat 130 people.

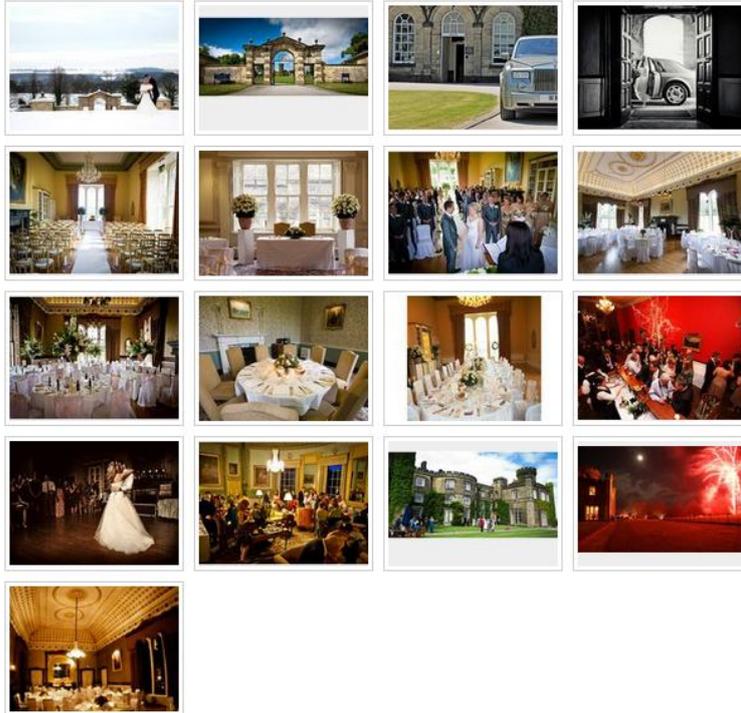
03 August at 23:12 · Like · 🗨 1

Write a comment...

Swinton Park has used their Facebook photos to show off their venue.

### Weddings at Swinton Park

By Swinton Park (Albums) · Updated about 3 months ago



And at Ripley Castle just see how local photographers are wanting to engage with them



Like · Comment · Share · 06 October at 17:28 ·



### Exact Image Limited

We thought you may like to see our film trailer for the Wedding we covered at Ripley Castle in July of this year.

<http://www.exactimage.co.uk/wp/2011/07/20/luke-eleanor-all-saints-church-ripley-castle-wedding-videography/>



**Luke & Eleanor | All Saints Church | Ripley Castle | Wedding Photography | Wedding Videography | Exa**

[www.exactimage.co.uk](http://www.exactimage.co.uk)

It was a mixture of sun and rain on Saturday but clearly everyone had a great time at Ripley Castle at the wedding of Luke & Eleanor. The ceremony was held at...

Like · Comment · Share · 06 October at 16:42 ·



### Pure Weddings Magazine

Autumn issue is in the shops now including our Bridal Fashion shoot at Ripley Castle - Photography by Matthew Stansfield | Photography Make up by Ariana Sana Ali Make Up Artist



Wall Photos

View post · 07 September at 14:42



### Sarah Riley Photography

Hello there. What a stunning venue! Lovely friendly and helpful staff it was a pleasure to photograph at the venue yesterday :-)

Like · Comment · 07 September at 07:12 ·

We talked to photographer, Cat Hepple (@cathepple) for her take on what wedding venues could do. She gave a few interesting examples

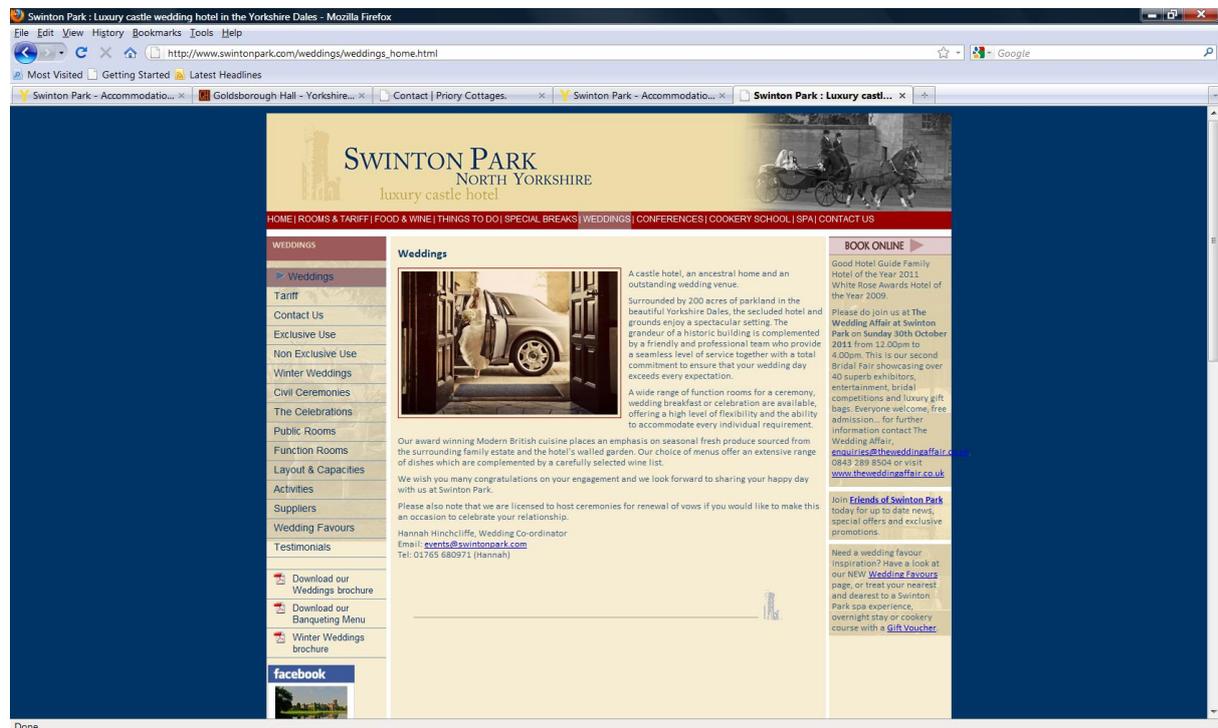
- "I did some great photos of weddings at both Oulton Hall and Rockcliffe Hall. I posted them on my website and tweeted about them – and all the wedding bloggers went mad for them. But there was silence from the venues themselves – no feedback, tweeting them or engagement
- I also did photos at Yorebridge Hotel in the Dales – voted the most romantic hotel in the UK. It was pouring with rain on the day but I still managed to get beautiful shots of the day. When I tweeted about them, with a link, Yorebridge retweeted but never said thanks or made any comments. It's a bit disappointing
- I was also asked on Twitter which venues I would recommend and mentioned @RockcliffeHall. I was a bit disappointed that they never came back and thanked me or, more to the point, said hi to the bride who was asking and offer to help her."

## 5. Bring wedding personality to your website

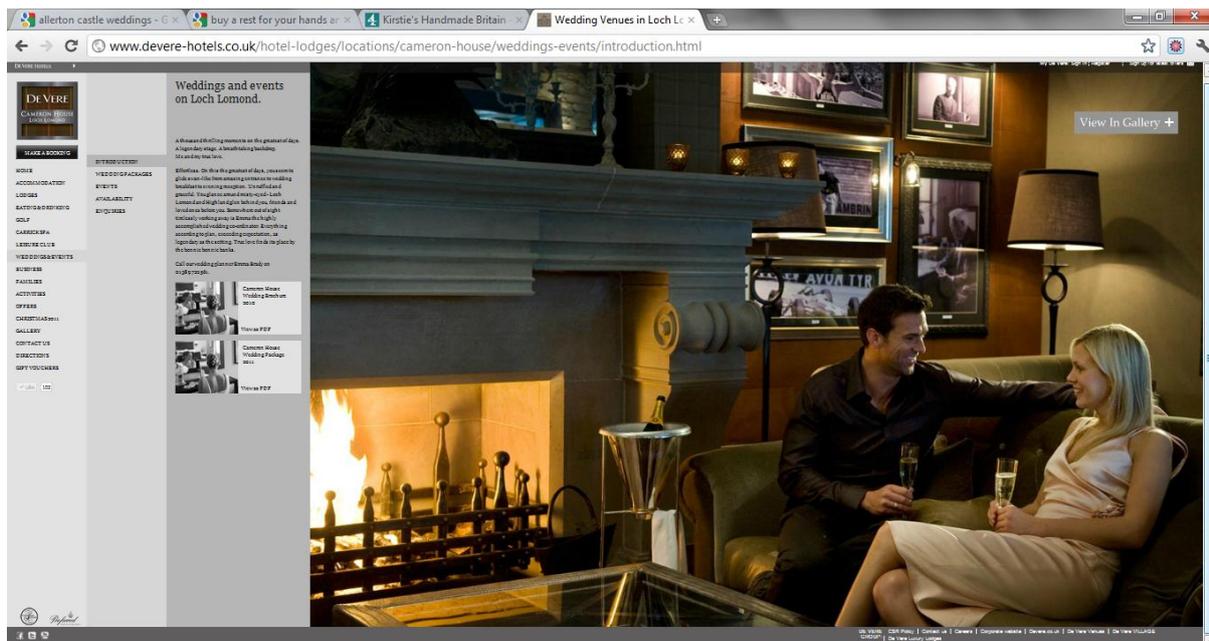
Venue websites of luxury hotels and estates are often very formal and professional – but not immediately engaging to a bride wanting it to be all about weddings. We chose three examples below where we have the wedding page of the website – but it isn't especially engaging. However, a click through to Facebook or Twitter immediately opens up the personality of that venue – and still retains its professionalism – without added cost.



Done



Done



## 6. Spot opportunities on Twitter

You can monitor particular words or your business name appearing online – Tweetdeck is a good tool for this. When you run Tweetdeck it will ping you if your hotel has been mentioned in someone’s tweet or on Facebook – or you can set it up to spot words like ‘engagement’ or ‘weddings’.

You can find conversations that you can engage with – perhaps even make offers. We found this one below as an example. It is an anniversary rather than an engagement or wedding, but there will be other conversations on these topics at times.

In this one, someone called Matthew Cashmore tweets that he will have been married for ten years and his wife wants to go to New York but he wants Swinton Park (which is the link). There is then considerable banter between his followers – more or less on the lines of you have to give your wife what she wants – but this was such a perfect opportunity for Swinton to join in and say something like ‘congrats on 10 years, if we offered special rate honeymoon suite, do you think that would persuade her?!’



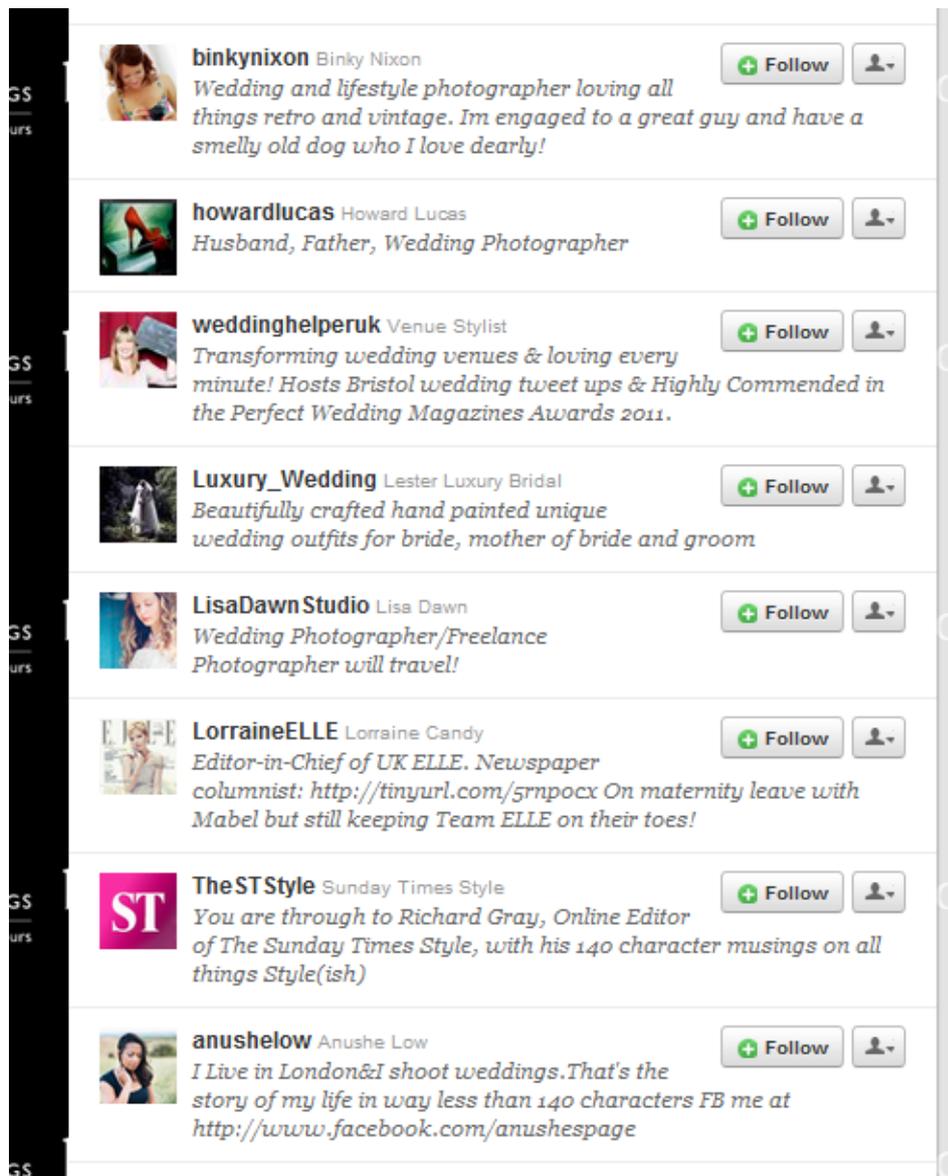
## 7. Use Twitter for journalists

Very few of the venues we researched really understood how to follow journalists and engage with them to get good PR.

The best example was BijouWeddings – have a look at who they are following: 1,000 plus of anyone who is anyone in the wedding world. Journalists, bride magazines, wedding designers, photographers, wedding bloggers. The list goes on.

Increasingly journalists no longer read press releases or emails – if they are doing an article they just put a request out on Twitter. ‘Anyone done a wedding recently with a vintage car and have good

pics?'. Using Twitter is the one of the most effective ways to do PR – following and engaging with journalists.



### 8. Address complaints swiftly

Luckily complaints from brides on a social media site are a rarity. Sadly, the one we did find is likely to have done considerable damage and was never addressed. This was the comment we found on Harewood House’s Facebook account – still there for all to see but with no-one coming back to reassure this bride-to-be. If you came across this, would you have questions in your mind? Wedding co-ordinator changed twice? No-one seeming to care and responding (this comment is followed by endless jolly promotions from Harewood).



**Diana Calligaro**

Please let this be the last time our wedding co-ordinator is changed!!! We have 3 months to go until our wedding and getting a bit worried about things getting lost between handovers!!! We have had the coordinator changed now twice, after anyway waiting for months before one was even assigned! A bit nervous...and also sorry, as our coordinator was EXCELLENT! Thanks! x

[Like](#) · [Comment](#) · 17 September at 13:50

In this case, Diana posted her comment onto Harewood House's Facebook page direct. She could as easily been tweeting about it to her friends – and unless the venue is monitoring and responding, these comments may be left in the ether to do long-term damage.

### **9. Keep this senior**

If you are a regular user of social media, you will spot there is a certain finesse in the online conversations we have used as examples.

If you are a newcomer, beware – this elegance of touch is not easy to achieve for everyone. If you become too promotional, it turns people off. If you haven't the skills to spot and defuse criticisms, you can make the conversations worse (we've seen this often in other fields).

The best person to run wedding pages and conversations is almost certainly the wedding organiser at the venue. They know the concerns of brides, what sells their venue, who and how to recommend of suppliers.

If you don't have a dedicated wedding team, then give it to someone who is good at PR, who can listen and isn't too salesy. And the senior management team should also understand the basics of social media so they are watching and managing how it is handled – as they would with catering or the flowers. You don't have to be able to arrange the flowers yourself, you do have to know if the flowers are doing justice to your business and if they are the image you want.

### **10. Social media is customer service in another package**

The venue examples we have used in this paper are already recognised as being at the top of their game. We chose them because they have already been named as the top in a wedding category – and almost certainly will have excellent customer service as part of their whole offering.

If you have good customer service, social media will let others say this for you.

If your customer service is weak or patchy – social media may leave you exposed to online criticisms and lost business. Photos of something terrible at a wedding (a poor meal, shoddy flowers, dirty halls) can go viral in minutes – particularly if there is something amusingly awful about it.

But if you can get your customer service in the top league, the chances are you will handle social media really well. It is an excellent and cost effective way to engage with brides very early, demonstrate what you are really good at and let others tell your story for you.

We end our tips with the Facebook page from The Green House – get Facebook right and why wouldn't you want it to promote the best of what you do for brides? Wouldn't you want to put them on your list of venues to view and research further?



Wall

- Info
- Friend activity
- Photos

About

Eco Friendly Hotel in Bournemouth, Dorset - [www.thegreenhousehotel.co.uk](http://www.thegreenhousehotel.co.uk)

62

like this

14

talking about this

10

were here.

Likes

See all



### The Green House Hotel - Eco Friendly Hotel in Bournemouth

Like

Hotel · Bournemouth



Wall The Green House Hotel - Eco Friendly Hotel in Bournemouth · Everyone (Top posts)

Share: Post Photo

Write something...

**The Green House Hotel - Eco Friendly Hotel in Bournemouth** added 8 new photos to the album *Wedding Open Day - 29th October 2011*.



Like · Comment · Share · 03 November at 14:26 ·

2 people like this.

1 share

**The Green House Hotel - Eco Friendly Hotel in Bournemouth** Thank you to Leslie Budzynski (BH13 PHOTOGRAPHY) for the stunning photos of how beautiful your Wedding Day will be at the Green House Hotel  
03 November at 14:28 · Like

Write a comment...