

“To have the sea surround you and be part of your life is a privilege,” says Andrew

A ROOM WITH A POINT OF VIEW

The Biss family on running their hotel - just a stone's throw from the beach

“ What first attracted you to St Ives?

The blues of the ocean and the location of the hotel - less than 60 seconds from Porthminster beach - what a great place to bring the kids up. It's a cliché, but the light in St Ives really is unique. To have the sea surround you and be part of your life is a privilege.

Which is your favourite room and why?

We have redesigned all the rooms, with no two the same and as they all reflect our style and taste, we love all of them. But we do spend a lot of time in the bar!

What has been your most exciting moment in developing your business?

They happen each time our guests are excited about staying here, recommend a friend or feel they have discovered a special place to stay. It's a great buzz.

What plans do you have for 2005?

In November we hope to start a very exciting building project providing two state of the art luxury suites, as well as studio space, so that we may finally live like normal people!

What in the business are particularly passionate about?

Absolute attention to detail and quality. Our aim is simple: when you leave you want to come back. Our hotel has an incredible relaxed, warm and 'chilled out' feel. You won't find us in polyester suits and name badges here!

INFO Primrose Valley Hotel, Primrose Valley, Porthminster Beach, St Ives Tel 01736 794939 www.primroseonline.co.uk



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From left: Sue Biss,
Andrew Biss and
Rose Clegg

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