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limerickleader.ie 25 NOVEMBER 2006 €1.85

# FOR K



... a five year jail term

David Goldberg, SC, led the court to recon- sider the severity of the sentence saying it was "extremely harsh" and "not serve the interests of justice." He also pointed out that members of the Casey family had not gone to jail

after they were convicted of offences relating to the same feud. Judge Murphy refused saying, "we cannot allow two families to dictate their own destiny." It is expected Mr Roche will appeal the severity of the sentence.



Maurice Walsh, general manager, George Hotel; Steve Brennan, concierge, and David Byrne, sales and marketing director, with the keys of the new George Hotel which opens this weekend

## City hotel boost

By AINE FITZGERALD

THE cutting of the ribbon at the new €25 million George Boutique this weekend is the latest boost for Limerick's hospitality industry.

Located on O'Connell street the hotel joins a growing list of hotels that have opened, or are soon to be opened, in the city.

The new Boutique Hotel promises to set new standards in lifestyle hospitality in Limerick and opens its doors to the public on Saturday.

"We are absolutely thrilled that Limerick is to have its first Boutique Hotel. After three years of hard work, dedication and inspiration we are privileged to give Limerick a Boutique Hotel of world class standards," said David Byrne, sales and marketing manager of the Lynch Hotel Group.

Boutique hotel is a term originating in North America to describe intimate, usually luxurious or quirky hotel environments.

Boutique hotels differentiate themselves from larger chain hotels by providing personalised level accommodation and services facilities.

The George Boutique's accommodation is modelled on refined luxury, within lavish details, in 128 bedrooms and suites.

Each floor of the hotel features an

Ipod and Internet station.

Upwards on 60 full-time staff and 40 part-time staff will be employed at the hotel where it is estimated that 80,000 guests will be accommodated over the coming year. The entrance is from Shannon Street.

Kieran Kavanagh, chief executive of the Lynch Hotel Group, believes this redevelopment has managed to hold on to much of what made the old George a cherished part of Limerick City while still creating an entirely new cosmopolitan experience.

"Ireland has changed considerably over the last few decades, and with this transformation has come the need for new ideas in the hotel industry, a raising of standards, an even stronger commitment to excellence in all its guises. The George Boutique Hotel is a step upwards from everything that has come before," he said.

Meanwhile, earlier this year in Limerick saw the opening of the Clarion Suites Hotel on the Ennis Road, followed by the opening of the Quality Hotel, Roxboro in August and Punches Hotel last month.

Limerick is now awaiting the opening of Hilton Hotel, on O'Callaghan Strand and the Absolute Hotel on Sir Harry's Mall in February to complete the list.

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