



The Goring

1910 - 2010
ONE HUNDRED YEARS
ONE FAMILY



The AA salutes 'Mr George' of The Goring

London, September 2010: George Goring OBE and Chairman of [The Goring Hotel](#) in London, was this week presented with the prestigious Lifetime Achievement Award at the [AA 2010 Hospitality](#) awards.

Mr Goring, who received the award from host Penny Smith in front of an audience of over 700 members of the hospitality industry, commented, "This is a total surprise. I am a very happy man."

After 43 years at the helm of The Goring, George Goring, or 'Mr. George' as he is affectionately known by his staff, retired in March 2005, handing over the reins of the hotel to his son Jeremy, whilst continuing as Chairman. The third Goring to run the hotel since it opened in 1910, Mr. George continued in the footsteps of his predecessors in delivering the perfect service, style and 'that very special Goring charm' that has made the hotel what it is today. In honour of his invaluable services to the hotel industry he was awarded the OBE in 1992.

AA Hotel Services group area manager Giovanna Grossi said:

"We selected George Goring for the Lifetime Achievement Award because this true icon of our industry has always demonstrated a focus on people, customers and staff alike, and on quality. These are fundamentals of good hotel keeping and combined with his wider influence and involvement in the hospitality industry makes him truly deserving of this highest accolade".

Attended by world-renowned chefs, prominent hoteliers, hospitality gurus and key industry media, the AA Hospitality Awards recognise and reward the excellent services provided by the UK's very best establishments and high achieving individuals.

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About The Goring: The Goring was opened in 1910. In its centenary year, it is the only 5-star luxury hotel in London that is still owned and run by the family that built it: Jeremy Goring is the fourth Goring to run The Goring. Deep in the heart of Belgravia, the hotel's interiors have been refreshed by some of the country's finest designers. The Dining Room, by David Linley, is a haven for superbly cooked English food using British ingredients. The Bar has been gloriously transformed by Tim Gosling and last year Russell Sage completed six rooms overlooking the garden using Gainsborough Silks, and he is now working on a brand new royal suite. But above all, The Goring reflects one family's passion for quality – whose members have prided themselves on providing comfort, good food and drink and the most attentive service for almost one hundred years.