

the Shetland islands



The Shetland experience with Brudolff Hotels Group

a warm welcome awaits you at

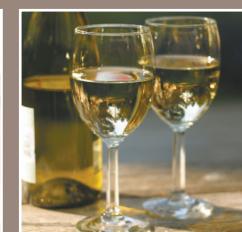
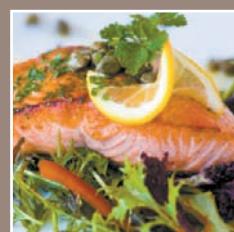
Brudolff Hotels

Brudolff Hotels - pure Shetland through and through. Our locally owned and managed company assures you of a genuine Shetland welcome with a warm, personal approach.

Delicious food using fresh local produce, fine wines, comfortable, relaxed surroundings and friendly, helpful staff will help to make your stay in these fascinating northern isles an indulgent as well as an exciting one.

Commitment to the highest standards is what we are all about and this is evidenced in the care we show to you, our guests.

We aim to enhance the enjoyment of what will be an intensely pleasurable stay in a beautiful setting. Choose one of our fine hotels, relax and enjoy - the Shetland Experience!



Brudolff Hotels -
big enough to matter - small enough to care

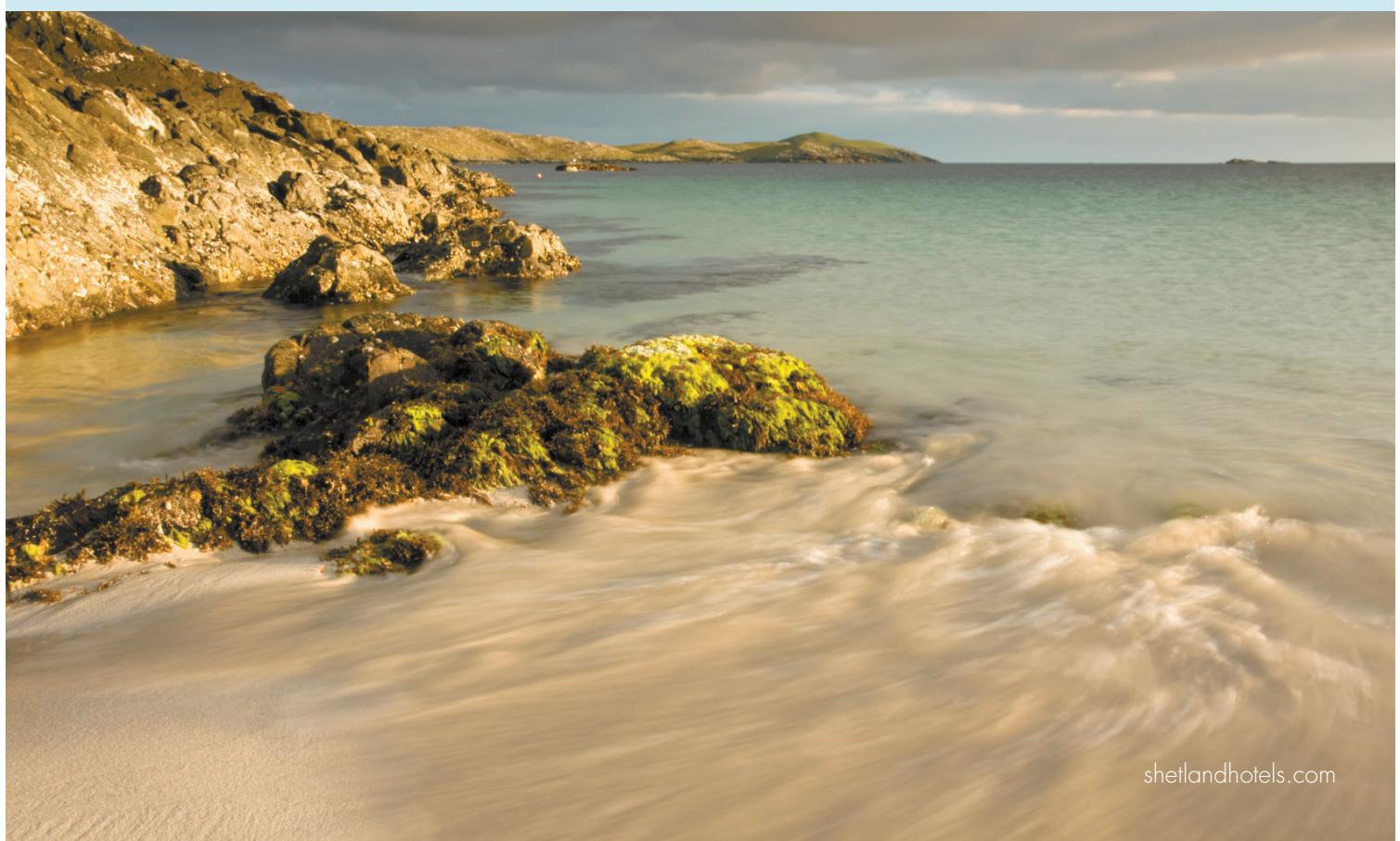
Beautiful Shetland...

Come and experience the warm, genuine welcome of Shetland, the beautiful and wild group of islands set like jewels in the far north sea whose dramatic and striking scenery will enchant you and the warm welcome of its people charm you. Revel in the distinctiveness of Shetland, whose culture is certainly unlike that of anywhere else. Shetland roots lie deep in Viking heritage with islands littered with old Norse names and remains.

Trows (trolls), Selkies (seal folk) and Norse Warriors pepper the myths of Shetland history and winters are warmed by the Up Helly Aa festivals in which the burning of Viking Longboats gives way to nights of revelry... The Victorian stained glass window in the Town Hall in Shetland's capital, Lerwick, celebrates Viking history and the many archaeological sites - including the sites of Jarlshof, Mousa Broch and Scatness allowing fascinating glimpses of people inhabiting Shetland up to 5000 years ago. Norse influence drenches all aspects of modern Shetland, from place names and fishing tackle to local dialect.

The sea - in Shetland you're never more than 3 miles from it - also plays a continuous and important part in the past and present of Shetland. Sea wrecks litter the coastline. Fishing, as well as crofting, was a traditional mainstay of life with the menfolk braving the sea and the womenfolk tending home and croft. And the sea, which bore folk away from the islands, as well as providing bountifully for them, has also given Shetland a network of family connections across the continents with strong communication links. Because of the many trading links over the centuries Shetland has absorbed numerous cosmopolitan influences into its culture and has consequently achieved a strong sense of its own identity.

- Visit the ruins of the castle of the wicked Earl Patrick Stewart
- Eat in a Hanseatic Trading Post
- Visit a restored crofthouse or watermill



Retreat...

Shetland speaks in colour - deep blue and emerald sea and land, fuschia and gold of sunset, purples and pinks of heathered hills, swirling greys, carmines and yellows of rock, the shimmering opalescence of the sweet, heady air and in winter the velvet black of the night sky where you can reach up and touch the nearness of silver stars or witness the wonder of the Merry Dancers (Northern Lights) choreographed in greens, reds and white.

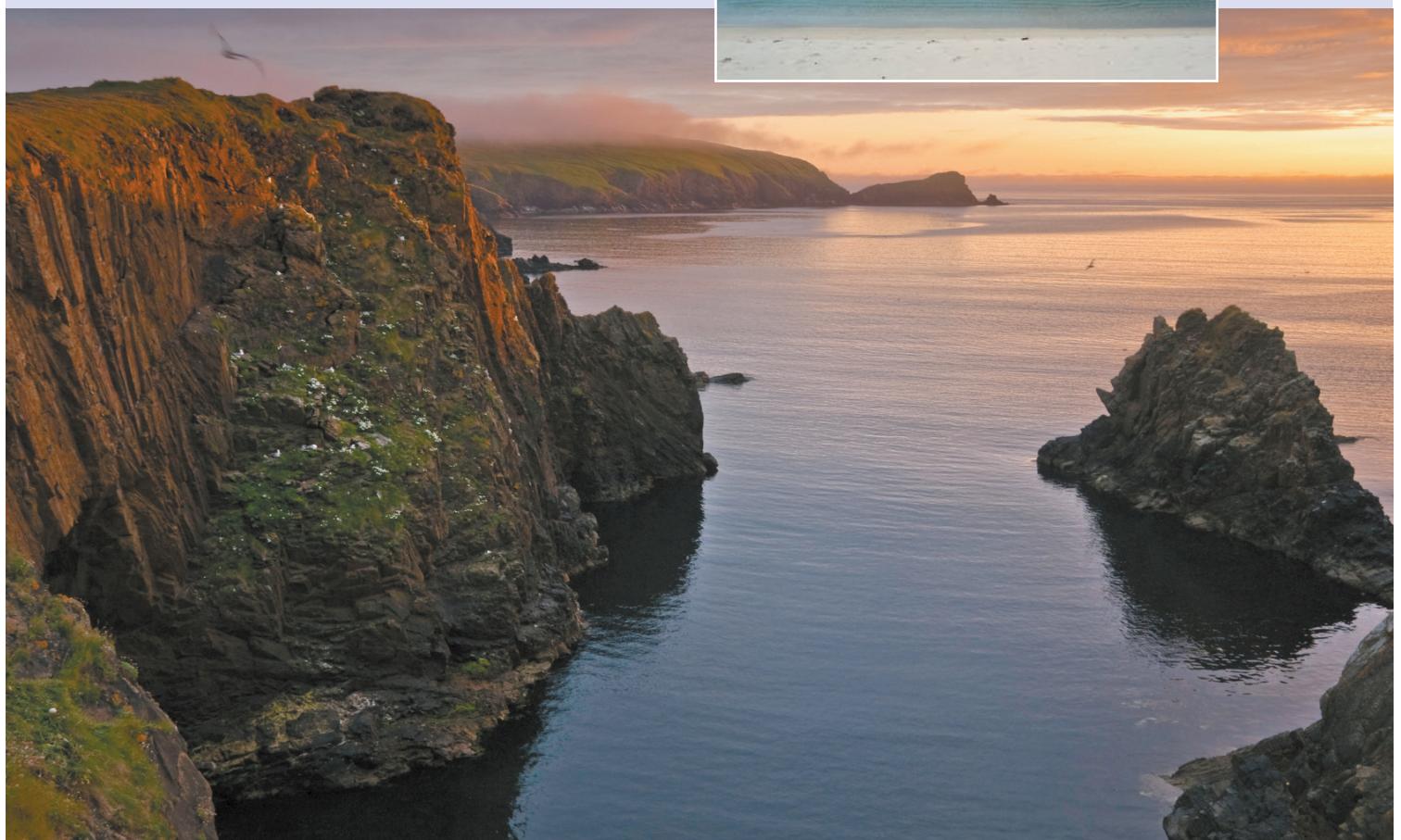
Shetland gives you space to breathe! Here the birds outnumber the people by 43:1. Even the sheep roaming over the hills have a population over 14 times larger than the human one of an estimated 23,000. Here you really can do remote - so difficult nowadays - and retreat into a world of exploration and time for yourself.

The long, lazy days of summer where the sun shines for up to 19 hours, with the remainder just the period of twilight known as 'Simmer Dim' will restore your sense of wonder and your soul. Every season in Shetland has its own fascination and the movement of nature never stops. Be inspired by long walks over soft sands, tranquil hills and secluded shores. Winter walks will yield much for you to discover, too. Re-capture your energy, serenity and peace ...

- Find a quiet spot all on your own
- Discover unusual pebbles and beachcombing finds
- Go for midnight walks
- Embark on star gazing missions
- Have long walks and fireside chats in winter
- Consider Spring and Autumn break possibilities

Want Romantic Time? - You got it. What better setting to spend with that special person in your life. Shetland has a history of being a romantic escape for famous and historical figures. Be together in some of the most beautiful scenery in the world. Be as private as you like, then rejoin the world when you're ready. But we warn you - you may fall in love with Shetland, too ...

Shetland - wild enough to retreat to, sophisticated enough to enjoy...



Rest & Relaxation...

For things to do to relax there's lots going on in Shetland ...

Walking/Cycling/Touring - Could there be a greater variety of walks or more glorious scenery to walk, cycle or drive through? We doubt it! Shetland offers a variety of different locations in which to experience a quiet stroll or exhilarating stride, cycling fun or comfortable drive. The West Mainland offers some wild and beautiful walks with the greatest percentage of sunshine in Shetland. See the abandoned village of Kellister, ancient farmsteads and field systems, drive through the pretty villages of Aith and Walls. Experience pink beaches, secluded bays and moorland walks. Central Mainland yields steep heather hills and wide straight lochs. Go to the island of Burra, go for coastline walks and stroll along beautiful shell sand beaches, see the voes around Tingwall, Whiteness and Weisdale. North Mainland will give wild cliff scenery and dramatic rugged landscapes. Experience Mavis Grind (which separates the North Sea from the Atlantic) Ronas Hill (the highest in Shetland) and Eshaness, superb volcanic cliff scene!

Visit archaeological sites and tour the superb coastline. The Islands - Three main islands make up the northern isles, Yell, Unst and Fetlar - all with remote and wild atmospheres. Also experience Fair Isle, Out Skerries, Papa Stour and Whalsay each with it's own unique character and history. The driest months are during April and July but locals boast that you can often experience all four seasons in a day.

Birdspotting - Paradise. So many and varied species - fulmars, guillemots, puffins, gannets, lapwings, oyster catchers, gulls, great skuas - even the rare red necked phalarope in Fetlar - to name but a few. Prolific and natural and set in the wild.

Nature - Try midnight fishing at 'Simmer Dim'. Also all the loch and sea fishing you can cope with.

Photography - So much to see and capture. Photographers will be in seventh heaven.

Art - Shetland houses a large art community, the reason being the unusual quality, clarity and unique luminosity of the light here. Plus Shetland has the UK's most northerly art gallery, the Bonhoga.

Golfer's Bliss - Again, midnight golfing in Shetland is not unheard of during the summer. This popular sport flourishes here.

Pony Trekking - Ever been pony trekking on Icelandic horses? You can here.



Now for the rest part...

Re-energise...

After all that rest and relaxation, you'll be looking for something to do. Enchanting and stimulating Shetland offers a great many annual festivals and events to choose from throughout the year:

Up Helly Aa - the largest and most famous Viking 'fire festival' which takes place in January.

Boating - the largest ocean racing event in the North Sea the Bergen - Shetland race takes place in June and there are many boating regattas which take place during the summer months.

Nature - the Shetland Nature festival which takes place in July, is a great opportunity to learn about our wildlife.

Simmer Dim - summer twilight festival in mid-summer

Book Festival - this attracts some heavyweights in the literary world and takes place in September.

Musical Festivals - Shetland has many music festivals which take place throughout the year, from the world-famous Shetland Folk Festival which runs for four days around the beginning of May, offering an eclectic international programme, followed by Fiddle Frenzy which takes place in August and is a great introduction to our traditional music and arts and crafts. Later in the year, during September, we have two more great music events, the Shetland Blues festival and the Peerie Willie Guitar festival. Concluding with the Shetland Accordion and Fiddle festival in October.

Shop till you drop with the wide range of quality Shetland crafts available in boutiques and shops. Shetland knitwear is a must buy item and there are a wide range of unique crafts and jewellery available to interest and excite.

Many places in Shetland feature live music in the evenings and musicians will come and go during the musical offerings which are enchantingly informal. Many children are taught the fiddle and consequently the skills level is very high.

There is so much to see and do in Shetland and a wide range of things to experience. What there is in abundance though is warmth, charm and friendliness such as you'll rarely find now.

Whether you choose to visit during the summer months, take a short break during spring and autumn or choose a snappy and exhilarating winter getaway, Shetland has something for you.

You'll go home revived, refreshed and relaxed and no matter how many times you visit there's always something else to discover.

For more information on events, go to
www.visit.shetland.org/events



Lerwick - the heart of Shetland

During your pleasure stay or business trip it makes sense to make this attractive and energetic sea-port town, Shetland's main town, your natural base. Lerwick is the heart of Shetland. All roads lead to Rome - or in this case Lerwick - and this interesting and vibrant town offers easy access to all parts of Shetland and is therefore the ideal base location for all visitors.

With its busy and charming harbour - one of the best natural harbours in Scotland - there's always something to see and boat trips are available both from and round the harbour. Check out the 17th and 18th century architectural remains and imposing Victorian houses - the Lodberries (trading stores, houses and piers on the sea front) - Museum and Böd of Gremista Museum, and individual Shetland craft shopping facilities for that must-have purchase. You'll also find the traditional knitting crafts and local jewellery well represented.



The charming Library has free internet access and houses the Shetland Collection of rare books - the Archive Centre being the place to go for old documents.

Exploring Shetland from Lerwick is easy and fun with island hopping by air - regular services to the outer islands, ferry services operating from various Shetland ports and the inter-island ferry services' regular timetable.

Travel by car becomes a long-forgotten pleasure again with low volume traffic and excellent signage and roads. It's so easy and fun and you'll love it. Details available from Brudolff Hotels reception areas.



Photo: John Coutts



Where to stay...

Brudolff Hotels offers you three stylish and individual hotels in Lerwick:

Kveldsro House Hotel

Norse for 'Evening Peace' this small and exclusive hotel offers a luxurious base for the discerning visitor. With seventeen en-suite bedrooms (including four-poster double rooms), a well-appointed bar and restaurant where you can sample the best in local and global cuisine; you can pamper yourself to your heart's content. Very much the Country House Hotel in the town.



The Shetland Hotel

An impressive, modern, sixty-four bedroom hotel, handy for the ferry terminal, and offering private dining rooms, conference facilities and meeting rooms, and the very popular Waterfront Bar and Grill for informal dining.



The Lerwick Hotel

Nestling on the shore and with gorgeous sea-views this thirty-four bedroomed hotel offers a choice of fine cuisine in the Brasserie where local produce is prepared and served using a fusion of traditional recipes with contemporary cuisine; special seafood choices every evening.

All our hotels have wifi internet access in public areas and bedrooms.



Where to eat...

Don't be restricted! Choose one of our hotels to stay but dine in all. You can pick any one of our restaurants in any of the three hotels and your reservation for lunch or dinner can be made in whichever hotel you are staying at giving you an extended and varied menu choice, with all your wine, drinks, etc., charged back to your hotel room ...

The Brasserie at the Lerwick Hotel

Informal dining from 5.30pm every evening, ideal for families, a wide choice of dishes.

Fresh seafood, done traditionally, or simply, or with delicate complimentary sauces - a wide selection of seafood dishes, freshly prepared for you (plenty of alternatives for non-seafood choices also).

Brudolff Hotels - your choice -
five dining options each evening

The Kveldsro House Hotel

An informal setting but with an up market menu, a relaxed ambience with attentive service throughout and carefully selected wine list.

The Waterfront Bar and Grill at the Shetland Hotel

A modern and informal eaterie, with an extensive menu featuring Shetland produce with grills, salads, sharing platters and much much more.

All current menus can be found at
www.shetlandhotels.com.



Where to find us...



The Lerwick Hotel

This modern and well equipped hotel is situated on the edge of the sea, a ten minute walk from the town centre and provides excellent open views over Breiwick Bay and the island of Bressay.

With thirty-four attractive bedrooms this hotel is equipped for the modern traveller and has full en-suite facilities as well as flat screen television with multi channels, direct dial telephone, tea and coffee making facilities in each room. Four poster rooms are also available for that special occasion. Wifi internet access throughout.

Our popular lounge bar provides a pleasant and informal setting for pre-dinner drinks, post-dinner liqueurs or a freshly made cup of coffee - anytime!

Indulge yourself in our restaurant/brasserie offering the best of local produce and cuisine. The Brasserie Restaurant is for those who enjoy good food and company at reasonable prices, excelling in the Shetland seafood tradition. Our well-stocked cellar is designed to tempt your nose and palate.

Welcoming and helpful staff will also help to make your stay at this hotel an enjoyable one.

The Lerwick Hotel prides itself on attention to detail for private family functions, weddings, business meetings and seminars and extends a warm welcome to residents and non-residents alike.



Kveldsro House Hotel

Located in the centre of town in discreet surroundings but within easy walking distance of the old harbour and the main shopping street and with ample private parking, the Kveldsro will immediately envelope you in its warm, intimate atmosphere as you step through the front door. Relax in one of our luxurious seventeen en-suite bedrooms, perhaps enjoy the opulence of the Island Room with its four poster bed - with five other four poster double bedrooms available also.

Our elegant and comfortable bar area or the drawing room will provide you with morning coffee, snacks, lunch and dinner. Alternatively, just enjoy your favourite drink and watch the boats go by.

The menu served in our pleasant gallery area is designed to make your mouth water. Be tempted by our wide range of succulent dishes using best local produce and cooked with subtlety, imagination and flair. Let our friendly staff provide you with high quality service. Enjoy the tasteful and stylish ambience.

Our unusual and extensive wine list is taken from one of Scotland's remaining independent wine importers and we have carefully chosen to please the most demanding palate.

The Kveldsro House Hotel is perfect for the discerning business executive and individual traveller.

Definitely the Country House Hotel in the town, with lots of individual service and attention.



The Shetland Hotel

Shetland's largest hotel, with sixty-four well appointed spacious modern bedrooms all with private facilities, hair dryer, flat screen tv with multi channels, direct dial telephones, tea and coffee making facilities and all the little extras expected in a modern hotel, including suites and specially adapted rooms for the disabled. Bedrooms are large, comfortable with warm and pleasant décor. You may also wish to avail yourself of the extra comfort and privacy of our two luxury suites; all rooms have broadband wifi access.

Our hotel provides high quality service and facilities in stylish and scenic surroundings and is ideal for the leisure travellers as The Shetland Hotel is situated very conveniently for the Ferry Terminal and provides excellent value for money for the individual or tour group - all of whom will be given that special Shetland welcome!

We can also accommodate the business guest who requires a central location and well equipped meeting and conference facilities for up to two hundred people in various meeting rooms; wifi internet access throughout the hotel. There are also a selection of rooms available at no extra charge for private dining with a wide selection of menus to choose from.

The waterfront bar and grill is casual dining at its best. A great venue for any occasion, the food is always good, the vibe is always upbeat, the service is attentive and the view is excellent.



How to book...

Call - email - online

Each hotel will be happy to take your call personally to confirm availability and prices - contact details are:

Kveldsro House Hotel
Greenfield Place, Lerwick
Shetland ZE1 0AQ

T: 01595 692195
F: 01595 696595
E: reception@shetlandhotel.co.uk

The Shetland Hotel
Holmsgarth Road, Lerwick
Shetland ZE1 OPW

T: 01595 695515
F: 01595 695828
E: reception@shetlandhotel.co.uk

The Lerwick Hotel
15 South Road, Lerwick
Shetland ZE1 ORB

T: 01595 692166
F: 01595 694419
E: reception@lerwickhotel.co.uk

However, you can also book on-line. Just go to www.shetlandhotels.com, go to your chosen hotel and take the online option. (If the system will not let you book because we may be fully booked, please call the hotel directly, as they may have cancellations to process).

How to travel...

By sea - Northlink Ferries run their stylish ships from Aberdeen to Lerwick daily. Board the ship in the evening at Aberdeen and travel in style on a state-of-the-art roll-on/roll-off ferry (bring your car - or your bike) enjoying all the benefits of superb overnight hotel food and accommodation. Next morning get up and watch the sun rise over Lerwick - you're there.

Contact: reservations on 0845 6000 449 or www.northlinkferries.co.uk.

By air - service to main Scottish airports with connections to UK and Europe - flights from Aberdeen in fast, modern and comfortable aircraft takes under an hour with Flybe. Sumburgh Airport is located on the south side of the main island and is a half hour from the capital. Lerwick, by taxi or car. Alternatively, there is an inexpensive bus connection with beautiful scenery all the way.

There are also direct flights from Glasgow and Edinburgh with Flybe - see www.flybe.com for details.

So, direct flights to Shetland from Aberdeen, Edinburgh, Glasgow and Stansted - plenty to choose from, no excuse for not coming!

Why not stop over in Aberdeen...

The Craighaar Hotel

Aberdeen is our natural point of contact with mainland Shetland - the gateway to Shetland. The Craighaar Hotel - also part of the Brudolff Hotels Group - is located two minutes from Aberdeen airport and ten minutes from the city centre. Courtesy transport is offered to and from the railway station and airport. Make it part of your travel plan to Shetland.

Our sophisticated and state-of-the-art hotel is proud of its relaxing and friendly atmosphere and boasts fifty-five en-suite bedrooms, all with tea/coffee making facilities, trouser press, flat screen television with over 20 channels plus an iphone dock, hairdryer and 24-hour room service. In addition we also have six luxury Gallery suites, Private Rooms and Conference and Meeting facilities.

Relax by the fire in the library or in the club lounge, enjoying a glass of wine, cocktails or our extensive malt whisky selection - then to our Restaurant, which uses the finest, freshest, local produce where available ... all served in a relaxed ambience by attentive staff.

Wifi internet access throughout public areas and bedrooms.

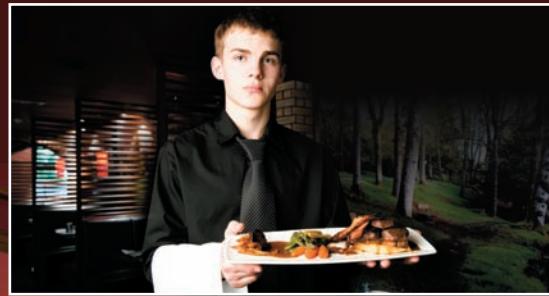
To contact us at The Craighaar:

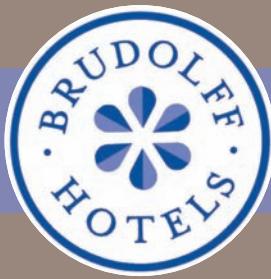
The Craighaar Hotel

Waterton Road, Bankhead, Aberdeen AB21 9HS

Tel: 01224 712275 Fax: 01224 716362
e-mail: info@craighaar.co.uk
www.craighaarhotel.com

As our Shetland hotels, this Aberdeen hotel is also family run in true and authentic fashion as part of the Brudolff Hotels Group.





The Lerwick Hotel

South Road, Lerwick
t 01595 692166

The Shetland Hotel

Holmsgarth Road, Lerwick
t 01595 695515

The Kveldsro House Hotel

Greenfield Place, Lerwick
t 01595 692195