

Escape to the English countryside with Karma Salford Hall

A refined retreat from Karma Group arrives in The Cotswolds



Karma Group has introduced a new addition to its burgeoning Northern Hemisphere portfolio - Karma Salford Hall can be found in the quaint English Cotswolds, a region in the south of England famed for its rolling hills and historic villages.

The refined retreat in the Vale of Evesham is housed in a building both rich in history and architecture, with Salford Hall dating back to the 14th Century, and belonging once to King Henry VIII. Guests are welcomed to stay in one of the 36 bedrooms, and enjoy an already established bounty of facilities, from restaurants to meeting and conference rooms, games areas, libraries, and bars.

The estate is completed by beautifully manicured gardens, and a wedding marquee and tennis court. But that won't be all for long - Karma Group has already confirmed further expansion, with plans for a pool, leisure centre and more guest suites.

Days at Karma Salford Hall can be spent strolling the estate, or exploring the multitude of intriguing attractions nearby, from revered restaurants to the iconic River Avon and neighbouring Stratford-upon-Avon, the birthplace of Shakespeare.

Karma Group chairman and founder John Spence is delighted with Karma Group's latest acquisition, which joins new Javanese venture Karma Salak. "In the week that Karma Group celebrated its 27th anniversary - an achievement we should all be extremely proud of - I am delighted to make the tremendously exciting news that we have closed and finalised the deals to welcome two new resorts into our international



stable,” he says.

“Karma Salak is in the stunning western Javanese highlands in Indonesia, while Karma Salford Hall, in the beauty of the English Cotswolds. Although on other sides of the world I was proud to be able to sign deals for both properties this week.”

The reasoning behind both purchases relates to a rise in travel in the domestic market. “Earlier in the year we predicted that when it was possible, domestic tourism would be extremely strong,” says John, “and that the difficulty and uncertainty of international travel would lead not to people staying at home, but instead embracing local destinations within their own countries.

“We have seen this borne out, and when people can travel, they indeed will do, and are making the most of the opportunity. Therefore, we have been keenly searching out domestic resorts which will appeal to our existing clients, and to new potential clients and guests.”

Images: <https://www.dropbox.com/sh/5pztn0txg9tda2m/AABhphT5algx9ssrZydulKV9a?dl=0>

BACKGROUND ON KARMA GROUP

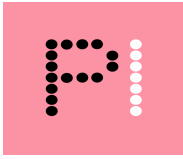
Karma Group is an award-winning international travel and lifestyle brand offering extraordinary experiences in the world’s most beautiful locations and is headed by Chairman and Founder, John Spence, former Ernst & Young Entrepreneur of the Year and member of the judging panel for the Ernst & Young World Entrepreneur of the Year. John has been honored by being awarded the Edward P. Bass Honorary Fellowship at Yale in the Fall Semester of 2019 in the School of Architecture, marking the first time Yale has extended this to the same person more than once. He has also been awarded a Distinguished Visiting Fellowship at UCLA as well as working with students from the University of Pennsylvania to design a chateau development in Carcassonne.

Karma Group comprises Karma Resorts, Karma Retreats, Karma Royal, Karma Estates, Karma Beach, Karma Spa, Karma Boutique, Karma Kasa, Karma Salak and Karma Salford Hall. Karma Group is currently operating 33 resorts in more than 10 countries, including Australia, Italy, France, Germany, Greece, India, Indonesia, Thailand, Vietnam and the United Kingdom. There are currently six properties in development and the Group is negotiating three separate acquisitions in the United Kingdom (a golf resort), Cyprus, and Bulgaria. In 2016, Karma Group and Sanctum Hotel Group announced a joint venture to develop a series of authentic rock ‘n’ roll styled and orientated hotels in strategic locations around the world, accompanied by an exclusive private membership club, now with over 85,000 members. In 2017, Karma Group were awarded the contract to manage and develop the golf course on Rottneest Island in Western Australia and in Greece, RCI, the worldwide leader in vacation exchange, selected Karma Group to manage its operations in the Greek market.

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