

FOR IMMEDIATE RELEASE

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Willy Wonka-inspired hotel room coming soon to celebrate the movie's 50th anniversary - stay in a world of pure imagination... and chocolate!

*To celebrate the 50th anniversary of the 1971 film Willy Wonka & the Chocolate Factory, a holiday booking site has paired up with one of its hotel partners to create a Willy Wonka-inspired stay. Guests can expect the full experience in the novelty room at the chocolate-themed hotel, including lickable wallpaper, unlimited in-room treats including a chocolate fountain and if they wish, a chocolate bath.*

The 12th of August will be the 50th anniversary of the much-loved 1971 film *Willy Wonka & the Chocolate Factory*. To celebrate, a holiday booking site has paired up with one of its hotel partners to create a Willy Wonka-inspired hotel room fit for the chocolate factory owner himself.

[LateRooms.com](https://www.laterooms.com) has partnered with The Chocolate Box Hotel in Bournemouth to commemorate the anniversary of the original *Willy Wonka & the Chocolate Factory* movie, based on the book by Roald Dahl. Those lucky enough to stay in the room can expect to be met by all things Willy Wonka-inspired; think lickable wallpaper with a variety of flavours, a luxurious chocolate fountain with dipping fruit and marshmallows, jars of gobstoppers, gumballs, chocolates and sweets in abundance, and pictures adorning the walls paying homage to the family favourite film.

The bathroom also has more treats - chocolate-scented toiletries, jars of sweets, a purple robe and slippers resembling the blazer worn by Wonka himself, and on request at an additional charge, guests can have the bath filled with liquid chocolate.

Even the hotel room's key card will be a golden ticket!

The Willy Wonka-inspired room is coming soon to the hotel. To receive an update about when it will be available, register your interest here.

<https://blog.laterooms.com/2021/08/willy-wonka-inspired-hotel-room/>

Guests staying at the chocolate-themed hotel can also expect a king size memory foam mattress, Egyptian cotton bedding, complimentary drinks (including luxury hot chocolate) and black out blinds to ensure a good night's sleep when the sugar rush wears off.

The interior has been designed specifically to transport guests to a world of wonder - making them feel like a kid in a candy store (or even a chocolate factory). All treats within the room are unlimited and will be restocked as per the guests' wishes, and the lickable wallpaper will be replaced after each stay, to ensure ultimate safety and hygiene.

The room - perfect for singles or couples - will be available for £200 per night. The addition of the chocolate-filled bath comes at £150 per bath.

The Chocolate Box Hotel offers a central location in the heart of Bournemouth, one of LateRooms.com's most popular UK city destinations. Just a short walk from the sprawling sea front, the hotel is a great location for those who want to venture out and explore all that

Bournemouth has to offer, from quirky vintage shops and cafes to decadent restaurants with sea views.

LateRooms.com is a trusted marketplace for travellers to discover the best last-minute hotel deals across the UK, Europe and worldwide destinations. The site is owned by the Snaptrip Group, which also oversees Snaptrip, [Last Minute Cottages](#), Big Cottages, Dog Friendly Cottages, iKnow, Villa Holidays and LateCottages.

Matthew Fox, CEO of LateRooms, said,

“We’re really excited about working with The Chocolate Box Hotel to create this room, offering something so magical and memorable to both chocolate lovers and everyday holiday makers. Willy Wonka & the Chocolate Factory is such an iconic film, I remember being in awe of it as a child, the colours, the inventions and of course, the chocolate! With the 50th anniversary around the corner we really were inspired to come up with something just as iconic to commemorate it.

“I think those interested in experiencing this Willy Wonka-inspired hotel room should definitely register their interest and do it quickly as we suspect it will be in high demand once the room is available. I may even register myself for a trip!”

ENDS

FOR MORE INFORMATION