



Accor launches all seasons brand in the UK

- all seasons London Southwark Rose opens in London -

A hotel which promises to “reinvent hotel service and value” has opened in London. This ambitious undertaking comes from all seasons – the new international budget hotel brand being pioneered by hospitality leader Accor (www.all-seasons-hotels.com)

There are already 73 all seasons hotels around the world in six countries: France, Germany, Australia, New Zealand, Thailand and Indonesia. They are medium sized properties in central urban locations, each offering a very different style and guest experience, but with a consistent approach to service and value. all seasons hotels always include breakfast within quoted room rates. The company also pledges that “screens are flat, beds are big and WIFI access is free and unlimited in all public areas”.

The all seasons London Southwark Rose hotel near London Bridge will be the first all seasons branded hotel in the UK, following the acquisition by Accor of the operating company of the Southwark Rose. The hotel originally opened in 2003 as an independent property and is currently trading with 84 bedrooms. An additional 21-bedroom extension is planned as part of the all seasons rebrand.

With room rates starting at £95 per night, including continental buffet breakfast and WIFI in public areas, the hotel is ideally suited to both business and leisure travellers to London – just opposite the city on the south of the river and also within easy striking distance of Shakespeare’s Globe Theatre, the Tate Modern and Tower Bridge.

Christian Rousseau, managing director, economy hotels at Accor said: “The launch of an all seasons property in London is part of our ongoing expansion and investment in the UK to provide varying hotel sizes and styles to suit every guest.

“Every all seasons hotel will be unique and distinctive for travellers who want variety and style, but each offers consistent quality and value for money. The all seasons London Southwark Rose is a stylish hotel located in the popular Bankside area and we are proud it will be our first of many UK all seasons properties. Because of its flexibility, all seasons is an ideal brand for franchisees wanting to benefit from the distribution channels and strength of a worldwide hospitality leader in the budget sector and we expect that the expansion of the network in the UK will give rise to forthcoming franchise opportunities.”

As well as in the UK, the brand plans to continue its dynamic expansion in other European countries including Italy, Belgium, Luxembourg and the Netherlands.

-Ends -

all seasons is the 'all inclusive' Accor brand, with a package that includes the room + all-you-can-eat breakfast + broadband internet connection, and hotels that resonate simplicity, generosity, quality and conviviality.

Located in city centers or activity centers, each establishment has its own personality while sharing a common colourful, bright, energetic decor and humorous brand spirit.

In 2009, the network represents more than 60 hotels around France, Germany, Australia, New Zealand, Thailand and Indonesia.

The vendor was advised on the transaction by CBRE Hotels

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