



## Press release

8th November 2010

# Accor signs two new central London hotel agreements in time for Olympics

### Agreements underline Accor's committed UK expansion strategy

The world's leading hotel operator is delighted to announce that it has signed a lease agreement with McAleer & Rushe Group to launch two major new hotels in Central London in time for the Olympic Games. One of these will become a Novotel hotel while the other will come under the uniquely positioned budget brand Ibis.

The new hotels will be:

- Novotel London Blackfriars
- Ibis London Blackfriars

The 182 bedroom, four-star Novotel, located at 46-49 Blackfriars Road, will comprise of twelve business suites, six meeting rooms (approximately 250 square metres of conference space), bar, restaurant and full leisure facilities, including swimming pool. The 297 room, budget Ibis hotel will offer its guests bar and restaurant facilities, including 24 hour snack and drink service.

Construction of the hotels will start on the site imminently and the development is due for completion in advance of the London Olympic Games in 2012.

Located on London's Southbank, the new hotels will provide an ideal location for both business and leisure visitors to Central London, being close to the City and within a stone's throw of some of the capital's key attractions, as well as the Olympic Games.

In line with its global strategy, Accor is taking action in its development within the UK market, following its success across Europe.

Jean-Jacques Dessors, Chief Operating Officer of Accor UK and Ireland, said, "This important development continues Accor's strategic and ambitious expansion in the UK – and particularly in London - with the Novotel and Ibis brands. The new hotels represent a strong endorsement of Accor's prominence as one of the world's leading hotel groups; and the venture is testament to Accor's experience as a premier hotel owner for 40 years. We look forward to welcoming new guests to both hotels in time for the London Olympics."

Stephen Surphlis, McAleer & Rushe Group's Property Director commented, "Securing Accor as tenant demonstrates the confidence in this hotel opportunity and the quality of the investment that will be created. With 479 bedrooms between both hotels, this substantial development will contribute significantly towards the on-going regeneration along Blackfriars Road and the Southbank area of central London. "

**Ends**

## **Notes to editors**

### About Novotel

As the mid-scale hotel brand within the Accor group portfolio, **Novotel** offers close to 400 hotels and resorts in 60 countries, situated in the centre of major international cities from business districts to tourist destinations. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travellers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. The Novotel group is a pioneer in sustainable development and all Novotel hotels participate in the Green Globe worldwide environmental certification programme. More information on Novotel hotels: [novotel.com](http://novotel.com).

### **About ibis**

ibis, the worldwide economy hotel brand of the Accor group, offers consistent quality accommodation and services in all its hotels, for the best local value: a well-designed and fully-equipped bedroom, major hotel services available 24/7 and a wide choice of on-site food and beverage options. The quality of the ibis standard has been recognised by the International Organization for Standardization certification ISO 9001 since 1997. ibis is also the world's first hotel chain to demonstrate its environmental commitment through securing the ISO 14001 certification, which has already been awarded to one third of its hotels.

Established in 1974, ibis is the European leader and one of the first economy hotel chains in the world, with more than 102,000 rooms and 861 hotels in 45 countries, including 54 in the UK and Ireland.

For additional information, please visit [www.ibishotel.com](http://www.ibishotel.com).

### **About Accor UK and Ireland:**

Accor UK and Ireland has a portfolio of 144 hotels and more than 18,000 rooms, with **Sofitel, Novotel, Mercure, Ibis, All Seasons** and **Etap Hotel**. Accor, the world's leading hotel operator and market leader in Europe, is present in 90 countries with 4,100 hotels and close to 500,000 rooms. Accor's broad portfolio of hotel brands - **Sofitel, Pullman, MGallery, Novotel, Suite Novotel, Mercure, Adagio, ibis, All Seasons, Etap Hotel, Formule 1, hotelF1** and **Motel 6**, and its related activities, **Thalassa sea & spa** and **Lenôtre** - provide an extensive offer from luxury to budget. With 145,000 employees worldwide, the Group offers to its clients and partners nearly 45 years of know-how and expertise.

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### **About McAleer & Rushe Group**

**Founded in 1967 by current Chairman Seamus McAleer, the McAleer & Rushe Group is a privately owned and award winning Irish property development, investment and construction firm. The principle focus of the Company is high density city centre schemes where they are market leaders in the design and construction of hotel, office and apartment buildings. Over the last 15 years the Company has completed in excess of 10,000 bedrooms on 40 different hotel projects and 1.25m sq ft offices, during which they have built an enviable reputation for delivering high quality buildings on time and within budget. For more information please visit [www.mcaleer-rushe.co.uk](http://www.mcaleer-rushe.co.uk)**

For further information or to speak to a representative of McAleer & Rushe Group, please contact Euan Blake at Blake Public Relations on 07989 177 462 or [euane@blakepr.co.uk](mailto:euane@blakepr.co.uk)