



**Press Release**

6th June 2011

# all seasons' 'Summer in the City' event hits Covent Garden

## Hotel brand brings summer party to the heart of London

**WHAT:** all seasons hotels will be hosting the ultimate summer extravaganza to celebrate the sunshine season and the launch of the brand in the UK. The 'Summer in the City' event offers guaranteed fun for all visitors.

**WATCH:** The 'all seasons Summer All Stars' entertainers performing magic tricks, balloon modelling and juggling- fun entertainment for children and adults alike. There will also be regular performances from the amazing 'all seasons Acrobats and Dance Troupe' throughout the day, for the public's amusement and delight.

**VISIT:** The unique "all seasons Glamper Van", a stylishly designed hotel room on wheels, where people are welcome to explore the interior of an all seasons hotel room in a highly unusual location.

**PLAY:** Ahead of the Olympic Games in 2012, all seasons will bring the next best thing to the capital: the 'all seasons Summer Games'. Giant outdoor versions of family favourite games such as Connect 4, Jenga and Twister will bring an additional sense of fun to the occasion.

**RELAX:** Passers-by seeking welcome respite from the hustle and bustle of Covent Garden can kick back and relax in a pleasantly grassed area, complete with deckchairs and parasols.

**WHERE:** Covent Garden North East Piazza, London

**WHEN:** Friday 17<sup>th</sup> and Saturday 18<sup>th</sup> June, 10.00-17.00

- End -





## Notes to editors

The 'Summer in the City' event will represent the all seasons brand, a budget hotel chain, which is part of the Accor Hotel Group. They have two hotels in the UK so far, the all seasons London Leyton and the all seasons London Southwark Rose, with the all seasons London Croydon due to open in autumn 2011. By the end of 2015, the current portfolio of 130 properties worldwide is expected to grow to 350 hotels, targeting dynamic growth of the all seasons brand in the UK, primarily through franchising. all seasons is expected to be one of the fastest growing Accor brands over the next few years.

At all seasons, families are always welcome and can take advantage of the 'Family Pack offer' when making their reservation. Rooms in the Family Pack offer are designed so the whole family can stay together and includes special touches such as a 'Kids' Bag'.

All room rates are inclusive of unlimited Wi-Fi access, all-you-can-eat breakfast and more. At all seasons, the little extras don't cost extra.

*For media enquiries please contact Grayling:*

Ruth Law T: 020 7025 7549 E: [ruth.law@grayling.com](mailto:ruth.law@grayling.com)

### **About all seasons**

*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 centres or activity centres, each establishment has its own personality while sharing a common colourful, bright, energetic decor and humorous brand spirit. In 2011, the network represents more than 130 hotels in 14 countries. More information on all seasons hotels is available at [all-seasons-hotels.com](http://all-seasons-hotels.com).*

**Accor UK and Ireland** has a portfolio of 157 hotels and more than 21,300 rooms, with **Sofitel, MGallery, 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 **4,200 hotels** and more than **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.

