

Press release  
September 11, 2014

## Accor to open new hotels in iconic London sites

### The Trocadero (Piccadilly Circus) and Victory House (Leicester Square)

Accor, the world's leading hotel operator and market leader in Europe, is pleased to announce two prime location London hotels, right in the centre of Piccadilly Circus and Leicester Square, following the signing of a franchise agreement with Criterion Capital Group who will develop the two properties.

This is further proof of Accor's focus on the UK market where it has announced the openings of 23 hotels in the past 2 years.

**ibis Styles Piccadilly Circus**, will be located within Criterion Capital's world famous Trocadero complex, at the very heart of London's famous West End. The 583 room hotel will open in 2017, following an extensive renovation of the existing building, and will offer a distinctly 'London' personality reflecting the colourful, bright and energetic brand persona of the ibis Styles brand, with a hint of humour perfectly matching the electric eccentricity of the Trocadero. The historic London landmark's proximity to leisure, commercial and retail areas within the West End is second to none and will become a go-to location for London travellers.

The ibis Styles brand is providing dynamic growth for Accor with a network that comprises over 250 budget hotels in 21 countries. Guests are offered the "best of the best" with an all inclusive package that offers room rates, breakfast and internet access.

**MGallery Leicester Square**, an 80 room hotel within Criterion Capital's beautiful Victory House, a heritage site overlooking Leicester Square - the cultural epicenter of London, is scheduled to be opened at the end of 2016. Located amidst London's leading theatres, designer boutiques and top restaurants, the upscale boutique hotel, which will form part of the MGallery Collection, is the ideal choice for those wanting a distinctive experience in the heart of the vibrant West End. The hotel's unique personality will exude through its architecture, deluxe interior design and exemplary services.

Criterion Capital is the largest landlord in the Leicester Square and Piccadilly Circus corridor.

The two properties will be developed by Criterion Capital and Accor under a franchise agreement.

Thomas Dubaere, Managing Director, Accor UK & Ireland, said: *"We are delighted with these two new locations in the heart of London, further advancing our ambitious UK expansion plans. The hotels will take inspiration from the buzz and excitement of Soho – the most vibrant neighbourhood in the world - and will bring a new lease of life to these historically significant London sites."*

*"We are pleased to be able to extend our relationship with Criterion by offering a franchise agreement. Accor is a trusted partner committed to its growing franchise network and these new franchises are further proof of the strength of the Accor brands."*

Asif Aziz, from Criterion Capital, said : *"We are pleased to work with Accor. These two hotel projects are part of our strategy for Leicester Square and Piccadilly Circus and demonstrate the ongoing attraction of Leicester Square and Piccadilly Circus to the capital's visitors."*

## Press Contacts

### Accor UK & Ireland PR Manager - Jennifer Cole

Email: [Jennifer.cole@accor.com](mailto:Jennifer.cole@accor.com) / Direct: +44 (0)208 237 7761 / Mobile: +44(0)750 8844664

### Hudson Sandler

Email: [accor@hudsonsandler.com](mailto:accor@hudsonsandler.com) 0207 7996 4133

## About Accor:



**Accor, the world's leading hotel operator**, offers its guests and partners the dual expertise of a hotel operator and brand franchisor (**HotelServices**) and a hotel owner and investor (**HotelInvest**) with the objective of ensuring lasting growth and harmonious development for the benefit of the greater number.

With more than 3,600 hotels and 470,000 rooms, Accor welcomes business and leisure travelers in 92 countries across all hotel segments: luxury-upscale with **Sofitel, Pullman, MGallery, and Grand Mercure**, midscale with **Novotel, Suite Novotel, Mercure and Adagio** and economy with **ibis, ibis Styles, ibis budget** and **hotelF1**. The Group boasts a powerful digital ecosystem, notably its booking portal **accorhotels.com**, its brand websites and its loyalty program **Le Club Accorhotels**.

**As the world's top hospitality school**, Accor is committed to developing the talents of its **170,000 employees** in Accor brand hotels. They are the daily ambassadors of the culture of service and innovation that has driven the Group for over 45 years.

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## About ibis Styles:

ibis Styles is the brand of economy hotels with unique personalities and multiple design of Accor, the world's leading hotel operator, present in 92 countries with over 3,600 hotels and 170,000 employees.

These hotels come in a host of different styles and all feature simplicity, comfort, quality and conviviality. Located in or close to city centers, each property offers an upbeat, stylish, relaxed and fun setting.

The brand is distinctive for its "all-inclusive" package which includes the room, an all-you-can-eat breakfast buffet, high speed Wi-Fi Internet access and a host of other little extras. At the end of June 2014, the network comprised over 250 hotels in 21 countries.

For more information about the ibis Styles hotels, please visit [www.ibisstyles.com](http://www.ibisstyles.com)

## About MGallery :

*MGallery is a Collection of more than 70 high-end hotels throughout the world belonging to the Accor group, the world's leading hotel operator, over 3,600 hotels and 170,000 employees in 92 countries.*

*Each hotel in the Collection brings to life with talent a unique personality and story, experienced by guests through its architecture, interior design and services. They are inspired by one of the Collection's three hallmark atmospheres: "Heritage" hotels charged with history reflecting their historic roots, "Signature" hotels that mirror an esthetic universe and style inspired by a personality who contributed to their creation or decoration, and "Serenity" hotels that offer guests a haven of relaxation in a seaside, rural, mountain or urban setting. All the hotels in the Collection invite guests to experience "Memorable Moments."*

*MGallery and the hotels in the Collection share three strong values: "Singularity" - each hotel is unique and original with its own strong personality; "Elegance" - a MGallery hotel embodies distinction, stylishness and good taste; and, lastly, "Consideration" –their personnel take pride in offering guests respect, recognition and personalized service.*