

MERCURE LEEDS CENTRE SET TO OPEN IN SEPTEMBER

Following Splendid Hospitality Group's acquisition in January 2016 of the New Ellington Hotel in the heart of Leeds' financial district, the property is set to relaunch as the Mercure Leeds Centre in September. With design inspired by the city's tailoring heritage, 59 bedrooms and a restaurant called Loom, the hotel promises a new experience for business and leisure guests.

Wakefield-based independent designers Matthews Mee has taken strands from Leeds' cloth manufacturing history and built upon the area's roots as a site for wool warehouses in the late 1800s to create a property which fuses regional heritage with contemporary style. Expect to see Yorkshire textiles and products used throughout the hotel, chairs upholstered with suit jackets, and collectibles reminiscent of a traditional tailor shop. Loom restaurant will offer locally-sourced modern British cuisine.

The Mercure Leeds Centre is Splendid Hospitality's third Accor property and further cements the group's franchise partnership with the brand. Splendid Hospitality is one of the UK's fastest growing privately-owned hotel group, comprising of independent properties and major brands including Accor, Hilton and IHG. Reflecting the Splendid Hospitality way, the Mercure Leeds Centre will put its people at the heart of the business to provide genuine care and excellent service.

Stuart Bailey, CEO Splendid Hospitality, says: "With the launch of the Mercure Leeds Centre, we aim to fulfil the growing demand for quality and good-value accommodation that people will remember and return to."

Ruslana, General Manager Mercure Leeds, says: "I will be very happy to build my team who will support me in the creation of a hotel whose atmosphere and ethos reflects my own values: the importance of discussion, laughter, celebration, introducing like-minded people, enjoying quality locally-sourced food and rejoicing in the creation of a sophisticated but excellent value city-centre hub. "

AccorHotels SVP Franchise Operations Cristina De Oliveira Frewen said: "We're delighted to add this latest hotel from Splendid to the Mercure network which is set to reach 80 hotels in the UK by the end of 2018. The excellent refurbishment plays perfectly to the Mercure brand's reputation for locally inspired hotels which provide guests with memorable experiences."