

## News release

### **NEW COMMERCIAL TEAM FOR SPLENDID HOSPITALITY GROUP SUPPORTS GROWING PORTFOLIO**

Splendid Hospitality Group is expanding its commercial team by appointing 11 new staff to drive growth in three key UK regions (London and the South of England, the North of England and Scotland). The new line-up has been introduced to support the growth of the group as it reaches a breakthrough moment with the acquisition of its 20th hotel - the third already in 2016.



Reporting to Director of Operations, Philip Bolson, the new team will be led by Group Revenue Manager Akshay Sood who will be responsible for revenue and distribution and Louise Wright who, as Group Director of Sales and Marketing, will oversee sales, marketing and PR throughout the group.

Stuart Bailey, CEO of Splendid Hospitality Group commented: "These changes have been introduced to reflect the incredible pace at which we continue to develop and grow our portfolio. The next year will be challenging as the UK economy begins to realign itself. In order to maintain a clear strategic focus on our regional business, a strong commercial team was required to further cultivate those regional business relationships."

Responsible for the group's North of England portfolio is Cluster Sales Manager, Natalie McGuire. Sarah Harrison has also been appointed as Sales Executive for The Grand Hotel & Spa.

Cluster Sales Manager Jordan Rowe will look after London and South of England. He will be supported by Julia Kock as Cluster Sales Executive and Revenue Manager, Rahim Padania.

Covering Scotland will be Sharon Stuart, Cluster Sales Manager and Louise Rapson, Cluster Revenue Manager, both will be leading activity for the group's Scottish hotels.

Kerry Watson has also been appointed as Sales Manager for Bristol and Anil Singh will further support activity between the North and South of England as additional Cluster Revenue Manager for the group.

In just 8 months, the group has acquired three new properties including: The New Ellington in Leeds; Mercure Brigstow Bristol; and most recently the 91-bedroom budget hotel Ibis York Centre.

With 20 hotels and over 2,000 bedrooms spanning three key UK regions, Splendid Hospitality Group has developed a portfolio to suit business and leisure travellers at every level of hospitality. The group enjoys the support of major brands such as IHG, Choice, Accor and Hilton.

[www.splendidhospitalitygroup.co.uk](http://www.splendidhospitalitygroup.co.uk)