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Conrad Hotels & Resorts to Debut in Ideal Central London Location
Conrad London St. James to Welcome Guests in September 2014

LONDON – 23 July 2014 – The inspired luxury of [Conrad Hotels & Resorts](#) is due to arrive in Westminster, central London, following a franchise agreement with Supreme Hotels LLP. The 256 guest room hotel will join the Hilton Worldwide portfolio of 23 existing Conrad hotels and resorts worldwide, including Dublin, Dubai, Istanbul, and Portugal. Conrad London Westminster, located between Westminster Abbey and Buckingham Palace, is expected to welcome guests beginning in September 2014.

John T.A. Vanderslice, global head, Conrad Hotels & Resorts, Hilton Worldwide, said, “Conrad creates inspired experiences for our guests in the world’s gateway cities and most sought after leisure destinations. London continues to be a political, cultural, and economic powerhouse in the world, which makes it a natural destination for international travellers. We look forward to introducing Conrad London St. James to the city of London.”

Shiraz Boghani, Chairman of Supreme Hotels LLP, part of the Splendid Hospitality Group, said: “It is supremely exciting to be announcing our second involvement with Hilton Worldwide in as many weeks! Together with Hilton London Bankside, which we will open in Summer 2015, we will be offering two significant destination hotels for London. The Conrad brand with its focus on individually tailored luxury is perfect for our central London location in Westminster.”

Conrad Hotels & Resorts are known for their luxurious environments that are conducive with connecting with others. Effortlessly blending a historic 19th century building with locally inspired style and design, Conrad London St. James will offer the next enhancement in intuitive, personalised service to accommodate the luxury traveller.

Patrick Fitzgibbon, senior vice president, Europe & Africa, Hilton Worldwide, said, “London’s attractiveness as a tourism destination grows each year, contributing over £11bn annually to the U.K. economy. With rising international and domestic arrivals, and a thriving business environment, travellers can now experience the Conrad brand in a prime city centre location.”

The six-floor hotel features 256 beautiful rooms, including 42 premium rooms and luxurious suites including a discreet penthouse. All rooms reflect the hotel’s contemporary design, offering king-sized or twin beds, relaxing bathtubs, walk-in showers, free Wi-Fi, a media hub, a dedicated Club Lounge and the latest in in-room technology.

The hotel’s restaurant reflects the style of its prestigious address, buzzing as an energetic destination to meet for breakfast, lunch, or dinner. The bar brings a sense of charm and sophistication to the traditional British pub and offers carefully selected local ales, stylish cocktails, and British wines.

Conrad London St. James will include a 24 hour business centre, seven fully equipped Conrad meeting rooms as well as the Whitehall Suite which can accommodate up to 300 guests.

The hotel is poised to become the destination of a new generation of smart luxury travellers for whom life, business, and pleasure seamlessly intersect. Conrad London St. James will offer the popular mobile [Conrad Concierge app](#), which gives global luxury travellers the ability to customize details of their hotel stay before, during and after each visit via a smartphone or tablet. Whether it’s pre-selecting bath amenities or checking-in while in-transit from the airport, guests can access a variety of features at any of the Conrad’s hotels and resorts worldwide by using the app.

Conrad London St. James will be situated at 28 Broadway, London SW1H 9JS. The hotel will participate in Hilton HHonors®, the only guest rewards program that allows members to earn Points & Miles® for the same stay and redeem points for free nights with No Blackout Dates at more than 4,100 hotels worldwide.

For more information about Conrad Hotels & Resorts, please visit www.conradhotels.com or <http://news.conradhotels.com>.

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About Conrad Hotels & Resorts

[Conrad Hotels & Resorts](http://www.conradhotels.com) is the destination for the new generation of smart luxury travelers for whom life, business and pleasure seamlessly interact – people who know that the greatest luxury is the luxury of being yourself. A global brand consisting of 23 properties across five continents, Conrad offers guests personalized experiences with sophisticated, locally inspired surroundings and connections to people and places around the corner or halfway around the world. Intuitive service is delivered with the [Conrad Concierge App](#) that puts Conrad's services and amenities at the guest's fingertips, whether ordering room service or a wakeup call to customizing the room's pillow options or arranging reservations at our locally inspired cuisine and spa offerings. Conrad is a global luxury brand of Hilton Worldwide. Connect with Conrad by booking at www.conradhotels.com or www.conradhotels.com/offers. Learn more about the brand by visiting <http://news.conradhotels.com>.



SUPREME
HOTEL GROUP

Supreme Hotels LLP - part of the Splendid Hospitality Group.

The Splendid Hospitality Group is controlled and directed by Shiraz and Nadeem Boghani. The group is an owner, operator and developer of a portfolio of 13 hotels with nearly 1300 bedrooms located in London and across the UK, ranging from limited service to luxury. The group enjoys the support of major brands such as IHG, Choice and Hilton and operates 8 branded hotels. A further 5 sites (adding an extra 900 bedrooms) are at various stages of development.