

The Master Robert Hotel in Hounslow to relaunch as ibis Styles London Heathrow Airport East



Following Splendid Hospitality Group's acquisition of The Master Robert Hotel in Hounslow over 16 years ago, the property is set to undergo reconstruction and relaunch as ibis Styles London Heathrow Airport East hotel for 2019. A unique accommodation proposition, it will offer hotel and residential options.

Situated on the Great West Road, Hounslow, the development is 3.8 miles from Heathrow Terminal 5. With design inspired by the 1930s, 125 hotel bedrooms, meeting room, front of house dining and car parking, the hotel promises a new experience for business and leisure travellers and will bring new private dwelling options to the Hounslow community.

Colin Tedder, director of development for Splendid Hospitality, will be working with principle contractor TW Construct to lead the build, construction and set-up of the new property, whilst interior design is being led by Wakefield-based independent designer Matthews Mee.

Typical of the ibis Styles décor the interior will be all about creativity and love for design. The new property will draw inspiration from Hounslow's Golden Mile and early to mid-20th century buildings such as the Hoover building, Firestone headquarters and Gillette factory. With clean lines, neutral curves and geometric patterns inspired by Art Deco, this stylish interior will add a touch of new-found glamour to the property.

ibis Styles London Heathrow Airport East is Splendid Hospitality's fourth franchise with Accor Hotels and is testament to the group's strengthening franchise partnership with the brand. Splendid Hospitality is one of the UK's fastest growing privately-owned hotel groups, comprising of independent properties and major brands from groups AccorHotels, Hilton and IHG. Supporting the Splendid Hospitality ethos, ibis Styles London Heathrow Airport East will put its people at the heart of the business to create extraordinary experiences and positively impact lives.

CEO of Splendid Hospitality, Stuart Bailey, says: "After working on the development of this property for several years, I am pleased to see it coming to fruition. It is an unusual proposition with hotel and residential accommodation and I am very passionate about it and what it will bring to the local area."

Philip Lassman, Vice President, Head of Development, AccorHotels UK & Ireland, commented: "We're thrilled to be partnering with Splendid Hospitality on another hotel which will take the ibis Styles UK network to a significant milestone of 25 hotels. We're seeing considerable appetite from investors and owners for brands like ibis Styles that have international recognition but still offer an element of flexibility and local feel. This exciting development by Splendid Hospitality plays perfectly to the ibis Styles reputation for delivering an upbeat, stylish hotel experience to guests."