

2020

As we now start to plan for life in our hotels to resume, we reflect on everything that has happened over the last year.

Take a look at our 2020 roundup, from behind the scenes in Lockdowns 1, 2 and 3.

A helping hand for NHS & Frontline Workers

Over the summer as we reopened to leisure guests, we launched a big thank you to our NHS and critical workers by offering an extra 20% off summer stays. It was the least our frontline heroes deserved after supporting the nation through the pandemic.

Some of our properties also remained open to accommodate key workers for working stays during Lockdown 2 & 3, including Hilton London Bankside, The Stanwell and some Holiday Inn Express sites.

Introducing our Managers

In Lockdown 1, we started the 'Meet the Managers' series, in which we caught up with multiple hotel GMs to hear their lockdown stories.

The managers told their stories from living in the hotel during the first lockdown, in arguably the longest shifts to ever exist, and shared their personal experiences during the most unprecedented period of 2020.

Huge thank you to the general managers at Ibis Style Heathrow East, Holiday Inn Express Gatwick Crawley, from Holiday Inn Wembley and Hotel Indigo Edinburgh.



The Super Eight ran 601 miles

To support their local Mind charity and hospitality charity Room to Reward during the pandemic, eight members of Splendid Hospitality Group joined forces to run an astounding 601 miles.

The route chosen represented the distance between each of our 20 hotels, from Holiday Inn Express Gatwick Crawley to Holiday Inn Express Glenrothes, with 'stops' in between, at London, Bristol, Yorkshire and Edinburgh along the way.

The two-fold endeavour aimed to raise awareness of the steep decline in mental wellbeing during the ongoing pandemic, alongside rewarding some inspirational 'Hidden Heroes' with memorable stays.

Telling tales from our teams

During each national lockdown, the hospitality industry went into several hibernations. As a sector of our nation that was oft-forgotten during the global pandemic, we told the tales of our teams who lived in their place of work during National Lockdown.

In the run-up to Christmas, we heard more Tales from the Team, from The Stanwell Hotel and Hotel Indigo York, as the staff members told their stories and experiences from 2020, and what they thought 2021 had in store.



Bankside winning 'Hotel of the Year' at The Cateys 2020

After a year of hardship for the group and the industry, there was a ray of sunshine, as Hilton London Bankside won the coveted 'Hotel of the Year' award at The Cateys.

Demonstrating several achievements over the past year, Hilton London Bankside was recognised for showing that innovation and creativity can sit alongside global brand standards. The 292-bedroom hotel delivered innovative sales and marketing engagement by transforming their ballrooms into two full-sized tennis courts for guests.

Additionally, the hotel's world-class innovation saw the reveal of the world's first vegan suite, accompanied by the release of the AGORA meeting room. Gone are the days of dreary meetings in clinical, uninspiring surroundings, as this meeting room has only one aim - to create an inspiring environment to bring creative ideas forward.



Tackling the Hospitality Crisis with Invisible Chips

Hilton London Bankside joined forces with Hospitality Action and Heston Blumenthal to raise money for those in the industry who had been made redundant.

Launching the world's first-ever, zero fat, zero-calorie portion of Invisible Chips for £3.50, all proceeds made went to Hospitality Action to support those who had lost their job as a result of the pandemic.

Virtual Meetings, and some Mad Games!

Among such a hard time for the industry, the Splendid family still found the time for fun and games. While the GMs had their weekly briefing calls to catch up on the latest policies and guidelines, some drinks and games didn't go amiss!



As we head off into the unknown that 2021 has in store for us, things are finally starting to look up. As the vaccination programme rolls out, our communities have remained resilient and we can't be prouder that our Splendid family are still remaining positive.

We stand strong against this crisis as one unit, with a unified goal. To come out of this stronger and more resilient than ever before, continuing to provide a splendid experience of hospitality to every valued guest.