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Holiday Inn and Staybridge Suites to open at Westfield Stratford

Holiday Inn and Staybridge Suites are to open at Westfield Stratford City under a franchise agreement with InterContinental Hotels Group. The two hotels, which will have a total of 350 hotel keys, will open ahead of the Olympic Games in 2012. Holiday Inn is the official hotel provider to the London 2012 Olympic and Paralympic Games.

Westfield has reached an agreement with ES Properties (Stratford) Limited, a new joint venture between Cycas Capital Hotel Partners and Patron Capital for the delivery of the two hotels, which will be situated in the centre of the Westfield Stratford City development.

When completed, Westfield will offer 1.9 million sq ft of retail and leisure as well as 1.1 million sq ft of offices plus homes and community facilities.

The first office development, the 130,000 sq ft Stratford Place which opens prior to the Olympic Games, is just minutes away from the new hotels and they will form a key component for the office tenants.

Located adjacent to Stratford regional station, which is forecast to become one of the busiest stations on the London network by 2011, the hotels sit directly en route to the Olympic Park and are ideally suited to both leisure and business guests.

John Burton, director of Westfield Stratford City, said: "By introducing a new concept to London, the hotels will complement the next generation of retail, dining, leisure, office, entertainment and residential space we are developing at Stratford.

"With the City, Canary Wharf and Central London just minutes away, Westfield Stratford City is London's most exciting new commercial

district."

John Wagner, Cycas Hotel Partners said, "The new Holiday Inn and Staybridge Suites at Westfield Stratford City will be situated in one of London's most important developments.

"This location is at the heart of one of the world's premier sporting and retail areas and yet is easily accessible from both the City and Canary Wharf. The hotels offer a vibrant choice for both business and leisure guests."

Josh Wyatt, director of hospitality at Patron Capital, added: "The project represents a prime opportunity to own and operate a large scale hotel scheme in London. The development is in an excellent location with superb transportation links just 100m from the hotels. Patron Capital is proud to invest actively in the important wider regeneration scheme for East London set to become a major new centre for business and retail which should receive global attention in 2012."

Kirk Kinsell, IHG's president for Europe, Middle East and Africa, commented: "A big focus for the London 2012 Olympic and Paralympic Games is the regeneration of East London and these two hotels will allow us to help create that legacy. This is also the first Staybridge Suites to open in London, and demonstrates the continued growth of one of our newest brands."

Westfield will undertake the building of the two hotels. Together with the third hotel, which is currently under construction and also due for completion ahead of the London 2012 Olympic Games, there will be a total of 617 beds at Westfield Stratford City.

Westfield Stratford City is planned to open in the autumn.





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