

## Accor opens First Pullman Hotel in the UK

### The upscale brand debuts in London

Accor, the world's leading hotel operator and market leader in Europe, has today announced the opening of its first Pullman branded hotel in the UK, the Pullman London St Pancras.

#### Pullman arrives in London

Accor is establishing this international upscale brand in the UK in a move to widen its hotel brand portfolio in the UK, which currently includes Sofitel, MGallery, Novotel, Mercure, ibis, ibis Styles and ibis budget.

Pullman London St Pancras, previously home to Accor's Novotel brand, officially opens this month (September) following a comprehensive refurbishment which has seen the complete transformation of the hotel into one of London's most contemporary and stylish hotels.

Entering the market as London's newest upscale hotel brand, the UK's first Pullman hotel is a cosmopolitan home of style and modernity. Situated just three minutes from King's Cross St Pancras, the hotel features 312 bedrooms, with panoramic views of the London skyline, and a restaurant and bar named Golden Arrow. There are also 17 spaces for events and business meetings, including a 446-seat tiered theatre for arts and corporate use.



The hotel offers Pullman's best signature services: Welcomer, Pullman bed, docking station, free Wi-Fi, Connectivity Lounge in partnership with Microsoft®, Co-Meeting offer for the MICE market, Nespresso® services, Vinoteca by Pullman wine selection and Open Kitchen in the new restaurant, Golden Arrow.

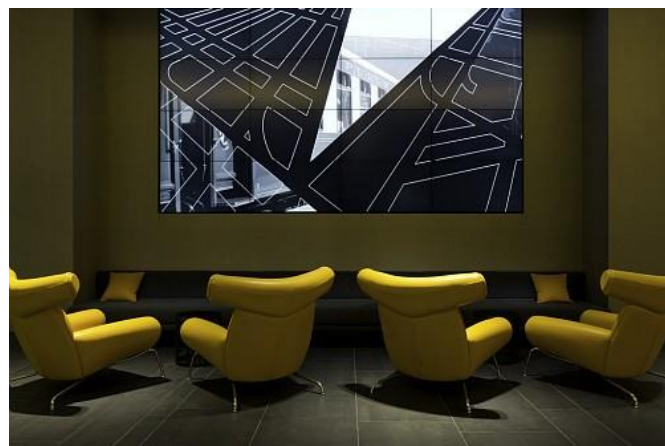
Christophe Vanswieten, COO Pullman Europe, said:

*"I'm delighted to announce that we are opening our first Pullman Hotel in the UK, a market that will play a key role in our expansion plans in the coming years. Pullman has global brand awareness in progress, which we will build on in the UK, helping to grow Accor's presence in the UK's upscale market, ensuring that we have a hotel brand to suit any individual's requirements – from budget, to luxury".*

#### A stylish hotel for a cosmopolitan city

Today, the Pullman London St Pancras has been designed to exude high quality coupled with comfort and functionality to suit clientele of seasoned travelers.

The highly contemporary architecture and design of Pullman London St Pancras is instantly striking. The essence of modern London is captured in the design of the hotel's public areas. The design takes much of its inspiration from its location, drawing on the urban connectivity of the area, the linear images of railway life and the bustling and energetic style of modern city life, all visible throughout the hotel's creative, textured and colourful design.



## A culinary journey

Guests can enjoy fabulous cuisine at the 'Golden Arrow' bar & restaurant which seats 94. The new restaurant is named after Golden Arrow, the famous all-first-class Pullman train service between Paris and Calais from the 1920's which connected London to Paris, opening the UK up to the cultural, business and culinary influences of France and the rest of Europe. Chef Rees Smith centres Golden Arrow's menu around modern European cuisine and the fine wines that match. Guests can enjoy the innovative Vinoteca by Pullman wine libraries which offer a wide range of wines by the glass; all perfectly paired with a range of dishes, or to be simply enjoyed on their own.

Xavier Louyot, SVP Global Marketing Pullman concludes:

*"This new Pullman destination, which joins the network's 67 other hotels and resorts around the world, offers a vibrant, in-style cosmopolitan guest experience and is designed to cater for both business travellers and leisure guests. Set in the heart of one of the top travel hubs of the globe, it is ideal for those travelling to the continent or visiting London."*

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## Hotel Facts:

Address: 100 – 110 Euston Road, London NW1 2AJ

Phone: Tel +44 (0)207 6669 022

Website: [www.pullmanhotels.com](http://www.pullmanhotels.com)

Restaurant & Bar: Golden Arrow (94 covers)

Nearest Tube: Kings Cross St Pancras (3 mins walk) Euston (5 mins walk)

## About Pullman

Pullman is the upscale international hotel brand of Accor, the world's leading hotel operator, present in 92 countries with over 4,400 hotels and 145,000 employees. Located in the main regional and international cities and in prime tourist destinations, Pullman Hotels & Resorts is principally designed to cater for the requirements of cosmopolitan, seasoned travelers. The brand's four and five-star establishments provide an extensive range of tailored services, access to groundbreaking technologies, including a new approach to organizing events: meetings, seminars and upscale incentive events. At Pullman hotels, customers can choose between being independent or be given a helping hand by staff available around the clock. The Pullman network has more than 60 hotels in Europe, Africa, the Middle East, Asia-Pacific and Latin America. Our objective is to have 150 hotels around the world by 2015-2020. Pullman, like most of brands within Accor's portfolio, is proud to offer the Le Club Accorhotels loyalty program.

Further information concerning the Pullman hotels is available on [www.pullmanhotels.com](http://www.pullmanhotels.com)

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