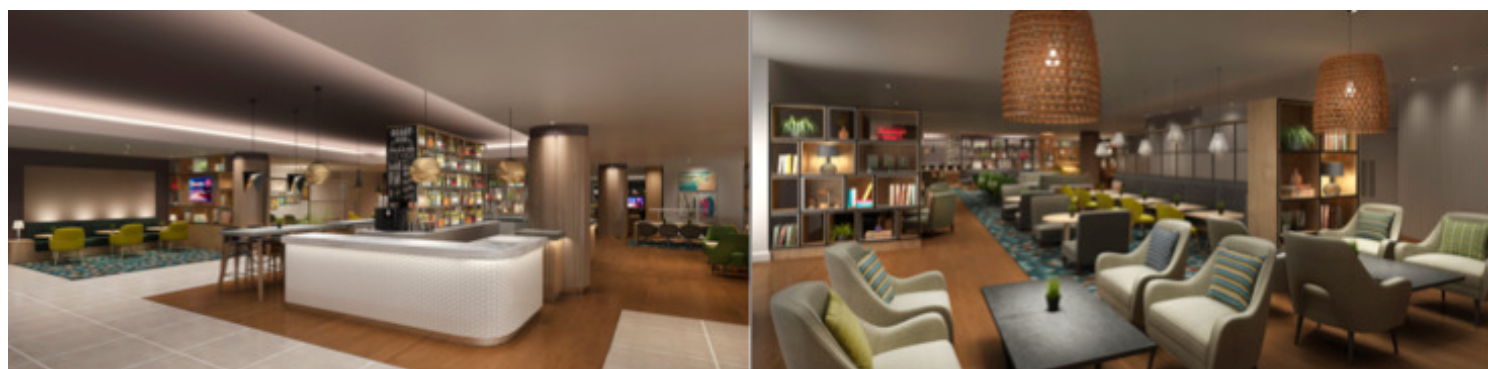


## **LGH Hotels Management Ltd Announce Multi-Million Pound Refurbishment Plan To Revolutionise The Guest Experience**



*(Image: proposed CGI shots of the new Holiday Inn Heathrow M4, Jct.4)*

LGH Hotels Management Ltd, formerly known as LHM UK, has announced a multi-million pound refurbishment plan across their portfolio of Holiday Inn and Crowne Plazahotelsthroughout the UK, starting with the Holiday Inn London Heathrow M4, Jct.4, the Holiday Inn Brentwood and the Holiday Inn Milton Keynes - Central.

Now under new ownership, LGH Hotels Management Ltd will invest heavily to reinvent the guest experience from the very first moment of entry, with a brand new open lobby concept. This will transform the typical work, social and living space, as well as introducing a new contemporary food and drink offering.

The new open lobby concept, which will be rolled out across the entire LGH Hotels Management Ltd portfolio, will revolutionise how guests eat, drink, work, meet, relax and socialise by providing one cohesive space to fit their individual lifestyles. The open lobby will merge the traditionally separate zones of a reception, lounge, bar and restaurant to create one relaxed and multi-faceted area with no barriers, so that guests can blend work and leisure instinctively.

Starting with the Holiday Inn London Heathrow M4, Jct.4, the Holiday Inn Milton Keynes - Central and the Holiday Inn Brentwood, for which works are already underway, the hotels will adapt to meet the demands of the modern and forward-thinking guest, by providing a fully functioning and flexible space to work, meet, socialise, eat or drink at any time of day. This will include free high-speed Wi-Fi throughout the hotel and a ground floor accessible To Go Café for quick and wholesome take-away bites, available 24 hours a day, for those very early morning starts or late midnight snacks.

The new open lobby will include a media lounge, replacing the traditional bar area, for guests to make themselves at home during their stay. Designed like a laid-back



living room, guests will find comfy seating, games, TV and magazines to enjoy at their leisure. For those who need to prep for a meeting, work remotely or make a long-distance Skype call, the new E-Bar will offer a great space to plug in and get connected with lots of power points and a wireless printer.

The new open lobby dining area will also be a flexible and informal space with a range of high and low tables and booths to suit everyone, be it a working lunch or relaxed group meal.

Omar Nicholls, Development Director for LGH Hotels Management Ltd, has been tasked to oversee and execute the refurbishment plans for each hotel and has worked closely with external design agency Design Coalition to achieve the new Holiday Inn open lobby concept. Omar explains, *“Our main goal with the new open lobby design is to create a space in each property that feels familiar, like an extension of home, and has a logical flow so guests can truly relax and utilise each corner in a way that makes sense to them and accommodates all of their work and relaxation needs.”*

Simon Teasdale, Managing Director LGH Hotels Management Ltd, commented: *“We are incredibly excited to be upgrading our hotels, not only will these refurbishment plans revolutionise the Holiday Inn guest experience but will set a new standard in the mid-scale hospitality industry for accommodating the business and social lives of today’s guests, whose work/life balance and schedules are evermore intertwined and not limited to a set routine or timetable. This is an incredibly important step in our business development and economic growth for 2018 and beyond, not only to improve and expand our services but to open the door to brand new guests.”*

The open lobby concept is unique to the Holiday Inn brand and will be extended to properties across Europe to become a brand-defining feature. Refurbishment plans are already underway for the Holiday Inn London Heathrow M4, Jct.4, the Holiday Inn Brentwood and the Holiday Inn Milton Keynes - Central, to be completed and unveiled towards the end of 2018.

-ENDS-

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### **Notes to Editors: About LGH Hotels Management Ltd**

LGH Hotels Management Limited was formed to focus on managing the operation of mid and upscale hotels, under global brands, Crowne Plaza and Holiday Inn.

LGH Hotel Management Ltd.’s portfolio of 21 hotels are in excellent locations throughout the UK as follows:

Inner London: 3 | Airport London: 1 | Outer London: 2 | Heathrow: 2 | Provincial Airport: 3 | Province: 10

Crowne Plaza London - Heathrow  
Crowne Plaza Birmingham NEC

Crowne Plaza Manchester Airport  
Holiday Inn Basildon



Holiday Inn Bristol - Filton  
Holiday Inn Cardiff City Centre  
Holiday Inn Glasgow Airport  
Holiday Inn London - Heathrow Ariel  
Holiday Inn London - Bloomsbury  
Holiday Inn London - Mayfair  
Holiday Inn London - Sutton  
Holiday Inn Milton Keynes - Central  
Holiday Inn Brentwood M25, Jct.28

Holiday Inn Cambridge  
Holiday Inn Edinburgh  
Holiday Inn Guildford  
Holiday Inn London Heathrow M4,Jct.4  
Holiday Inn London - Brent Cross  
Holiday Inn London - Regent's Park  
Holiday Inn Maidenhead/Windsor  
Holiday Inn Oxford

[www.LGHHM.com](http://www.LGHHM.com) \*New website to go live in Sept 2018

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**For more information about LGH Hotel Management Ltd or any of their 21 UK hotels, please contact the PR team at Mason Williams**

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