

HILTON LONDON METROPOLE TO RADICALLY TRANSFORM THE GUEST EXPERIENCE WITH MULTIMILLION POUND RENOVATION

LARGEST HILTON OUTSIDE THE US MAINTAINS ITS POSITION AS EUROPE'S LEADING CONFERENCE & EVENTS HOTEL WITH CREATIVE REFURBISHMENT

[Hilton London Metropole](#), the largest Hilton outside of the US, is maintaining its position as Europe's leading conference and events hotel with an impressive multimillion-pound refurbishment that will radically transform and upgrade the guest experience.

The renovation is due to be completed by summer 2021 and will provide visitors with a completely new and upgraded stay. No element of the hotel will be left unchanged.

The 1,096 guestrooms and suites have undergone a striking transformation, beautifully designed with a contemporary and bold aesthetic that reflects different London boroughs. The venue's four restaurants and bars will be relaunched with exciting new drinking and dining concepts, including an all-day British brasserie, serving locally sourced ingredients, and a new suitably relaxed market-style dining outlet, that celebrates London's street food scene. The refurbishment will also see the opening of a state-of-the-art 200sqm (2,153sqf) fitness studio.

Extensive renovations are being made to the hotel's 35 event spaces and meeting rooms, including two dedicated [hybrid meeting](#) rooms and three ballrooms, which total over 4,600sqm (49,500sqf) in size, from the 1,062 Square Metres (11,431sqf) Richmond Suite to the Kensington Suite, with its open private foyer and space for up to 1,350 guests. Hilton London Metropole also operates [Hilton EventReady with CleanStay](#), which ensures the hotel delivers event experiences that are clean, flexible, safe and socially responsible.

The hotel has embraced the latest in technology to ensure a seamless stay, from upgraded Wi-Fi to the introduction of Digital Key, which allows Hilton Honors members to check in and choose their room using their smartphone via the Hilton Honors app.

The renovation celebrates the best of the capital, with the new design weaving the city's storied history into the hotel. Guests will experience engaging touchpoints from London's rich heritage, its vibrant art, culture, music and diverse food scene throughout.

The new, elevated aesthetic will take guests on an immersive experience through the capital. The architecture, design, restaurants and bars showcase purposeful acknowledgements to East, Central and West London's heritage as the hotel tells the story of this ancient city with nods to iconic areas including Borough Market, Covent Garden and towns on the Thames.

Sustainability is at the heart of Hilton London Metropole and its refurbishment. From the team members' uniforms, made from sustainable materials, such as recycled plastic, to the green kitchens serving locally grown produce, the hotel has collaborated with a wide range of businesses and manufacturers to create an ethical and environmentally conscious space.

Guests staying in the Suites or Executive Rooms will enjoy complimentary breakfast and access to the exclusive and contemporary Executive Lounge, which has a dedicated arrivals area and check in facilities]. The lounge serves a carefully curated food and drink offering throughout the day alongside monthly tasting and live cooking experiences. When booking their future stays, guests can also feel confident that their health and wellbeing have been taken care of thanks to [Hilton CleanStay](#), an industry-defining standard of cleanliness and disinfection delivered in Hilton properties worldwide.

The Hotel's radical developments will retain Hilton London Metropole's position as the perfect choice for the business traveller, from its central location in the heart of the city to its impeccable transport links, seven different bedroom options and four suite categories to choose from, a seamless check in process, a wide choice of food and drink dining experiences and an impressive on-site fitness studio.

Remco Norden, Area General Manager says *"Our ambitious multimillion pound renovation will maintain Hilton London Metropole as Europe's leading conference and events hotel. The refurbishment will radically transform every element of the hotel, from our restaurants and bars to our bedrooms, suites and meeting and event spaces. It will elevate the guest experience and continue to make us the venue of choice for business and leisure travellers and corporate and private events of any scale.*

"The refurbishment celebrates London and our hotel's wonderful history. Despite the challenges the industry has faced in 2020, our hotel has an incredibly bright future and this renovation is our opportunity to invest in it."

Notes to Editors

Hilton London Metropole:

With its unparalleled scale, award-winning events management team, incredible location and high-quality bedrooms for delegations of any size, Hilton London Metropole is the best events and business hotel in Europe. Its 35 event spaces, which include three ballrooms, host product launches, conferences, exhibitions and gala dinners and can hold events of varying sizes, with one room alone able to hold up to 1,350 people.

The hotel has an unbeatable location, in the heart of the city. It is situated moments from the capital's most exciting destinations, including Oxford Street, Marble Arch and Hyde Park, and has impeccable transport links to London airports. It is a short walk from tube stops on the Circle, District, Hammersmith and City and Bakerloo lines and from Paddington station, so Heathrow Airport is just a 15-minute train journey and Gatwick can be reached in under 60 minutes.

Venue Details:

Address: 225 Edgware Road, Paddington, London W2 1JU

Website: www.londonmet.hilton.com

Social Media:

- Instagram: @hiltonlondonmet
- Facebook: HiltonLondonMetropole
- Twitter: @HiltonLondonMet

