

**Aparthotels Adagio
Press Release**

Adagio Announce First Aparthotel in London
The new-look Adagio London Brentford opened on the 23rd of October!



Adagio London Brentford © Neil Armstrong-Nash

Aparthotels Adagio, the European leader in aparthotels has opened a new location in Brentford on the 23rd of October 2018, following the rebrand of an existing aparthotel - Urban Villa. Featuring 100 apartments, the opening of the Aparthotels Adagio London Brentford is an important milestone for the brand as its first ever property in London.

Aparthotels Adagio London Brentford's design takes inspiration from its urban surroundings with a modern and contemporary feel. The aparthotel's public spaces have been created to be an open area where guests can meet, share and collaborate in a welcoming and comfortable setting. The design is based on customer desire and usage, bringing a modern and flexible style available at different times of the day.

The 100 redesigned apartments all feature a fully equipped kitchen, spacious bedroom, living area with flat screen smart TV. Guests will also have access to a bar, virtual concierge, fitness centre, laundry facilities, business services and onsite parking.

Looking forward to the October opening, Anja Müller, Chief Operating Officer Europe said:

“It is an exciting time for the brand as we open our first aparthotel in London, one of the most iconic cities in the world. The UK continues to be one of our key markets for expansion – we have had great success with openings in Edinburgh and Birmingham over the last couple of years and hope to continue to build on this with Adagio London Brentford.”

Part of the Kew Eye Tower GWQ Development, the aparthotel is located close to London City Centre, London Heathrow airport, Wembley stadium, Thames Valley and M4 business hubs. It is also well placed for family-friendly leisure experiences such as Windsor and LEGOLAND and is situated within a mile of Kew Gardens. With direct transport links, the property is ideal for both business or leisure trips.

Brentford is the fourth UK opening for Adagio, following launches in Edinburgh in 2017, Birmingham in 2015 and Liverpool in 2013. There are also further openings planned in the UK in London Stratford; Leicester by the end of 2019 and in Glasgow by the end of 2020.

To celebrate the opening, Aparthotels Adagio London Brentford will be offering guests 30% off the cost off their booking on stays between 23rd October 2018 and 28th February 2019 Ts&Cs apply*

Room packages at Aparthotels Adagio London Brentford start from £59 per night.

adagio-city.com

FACT SHEET

- Tel: 0203 750 5000
 - Email: HA697@adagio-city.com
 - 15 minutes' drive to London Heathrow airport
 - 100 apartments – a mixture of studios and one-bedroom apartments
 - 30 small studios, 30.6m² sleeping up to two people
 - 30 studios, 34.3m² sleeping up to three people
 - 20 small One-bedroom Apartments, 44.1m² sleeping up to two people + one child
 - 20 One-bedroom Apartments, 48.7m² sleeping up to four people
 - Virtual concierge
 - Fitness centre
 - Laundry facilities
 - Business services
 - Free WiFi
 - 47 parking spaces
 - Fully fitted kitchen featuring hob, dishwasher, refrigerator, microwave, kettle and coffee maker, crockery and kitchen utensils.
 - Apartment facilities include flat screen smart television, USB power port (phone charging), and Ethernet (RJ 45 socket).
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* For reservations made before 28/02/2019, subject to availability. Prepaid rate, not cancellable and not refundable. Rates incl. VAT, per night and in local currency. City tax not included.

NOTES TO EDITORS

About Aparthotels Adagio:

The leading aparthotels network in Europe, Adagio®'s innovative Aparthotel concept is growing its presence across the UK with aparthotels in London, Liverpool, Birmingham and Edinburgh.

Adagio offers comfortable and spacious apartments in urban locations, with fully equipped kitchen and hotels services for extended stays based on attractive tiered pricing from fourth night onwards. Created in partnership with Accorhotels and Pierre & Vacances Center Parcs Group the brand has three product ranges:

- Adagio®, the midscale aparthotels in the heart of Europe's leading cities;
- Adagio® access, economic range, aparthotels located on cities' doorstep.
- Adagio® premium, upscale range in iconic cities

The network has 105 aparthotels and 11,600 apartments worldwide targeting 150 aparthotels and 15,000 apartments by 2023.

For more information, please contact the Aparthotels Adagio team at Mason Williams Communications:
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