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**PRESS RELEASE**

**Date TBC**

**Adagio extend Partnership with London Stadium**

**Lifestyle brand continues relationship with iconic east London venue and unveils vibrant new look for 2023**

London Stadium has today announced a multi-year contract extension with accommodation partner, Adagio~~,~~ the European leader in aparthotels.

The partnership will see Adagio continue as the venue’s official accommodation partner. The popular flagship aparthotel in Stratford has been used by visitors to the London Stadium events, including football, concerts, athletics, baseball and festivals.

The extension coincides with a full rebrand of Adagio, featuring a contemporary, vibrant new look and feel representing the organisations progression and ambitions for 2023 and beyond.

The striking new branding includes a bold and eye-catching colour scheme, illustrating a set of fresh brand messages for Adagio’s three ranges: Access, Original and Premium.

With this re-brand, Adagio aims to strengthen its position as a leader in the aparthotel sector, enhancing its international development and position as a responsible brand that acts for the transition of cities.

Visitors can expect to see the new branding across London Stadium from this summer onwards.

Building on the success of the last year, London Stadium will continue to offer visitors the chance to book accommodation directly via ticket purchases and the Stadium website, offering preferential rates for the 4\* aparthotel Adagio London Stratford. The local aparthotel will continue to provide accommodation for Stadium staff and event professionals.

This summer, London Stadium hosted a wide range of events, with sold out concerts including Burna Boy and two nights of performances from The Weeknd plus sport events including Major League Baseball and London Athletics Meet. 2024 will also see more summer events at London Stadium, with the Foo Fighters already sold out.

Graham Gilmore, CEO of London Stadium, said “We are delighted to extend our partnership after a great first year working with the brand. Adagio is a successful growing global business with many values that align with us. We both look to build long lasting relationships with customers, our joint focus is to become more energy efficient and sustainable, while we each pride ourselves on being responsible employers. We look forward to the next stage of the journey with Adagio.”

Anais Gautier, Operations Director for the United Kingdom and Belgium at Adagio said:

“In the heart of London's vibrant energy, our extended partnership with London Stadium celebrates an evolution fueled by our shared values. Mirroring each other's commitment to long lasting guest relationships, eco-efficiency, and sustainability, we are stepping confidently into the next phase of our collaborative odyssey. As a fusion of iconic sports and effortless comfort, we are redefining experiences, offering a seamless blend of world-class events and a home away from home, where memories and relaxation intertwine.”

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**Note to Editors**

Launch images can be downloaded here (PLEASE REVIEW SELECTS)

**About London Stadium**

London Stadium is known as one of the one of the world’s best multi-use venues, built for the London 2012 Olympic games, transformed into the home of West Ham and a history of hosting unique and memorable sporting and arts events. Since becoming the London Stadium, it has hosted the 2015 Rugby World Cup, the London 2017 World Athletics Championships, the 2019 Major League Baseball London Series, and performers like the Rolling Stones, Foo Fighters, Red Hot Chili Peppers, Guns N’ Roses and Beyoncé. For more information please visit [www.london-stadium.com](http://www.london-stadium.com).

**About Adagio**

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Adagio is the European leader of aparthotels. Founded in France in 2007 as a joint venture between Accor and Pierre & Vacances Center Parcs, Adagio boasts 129 sites and 14,071 apartments, located in 16 countries. It is the most extensive aparthotels network in Europe.

Combining the flexibility of a flat with the services usually found in hotels, aparthotels are the best solution for medium to long stays, providing the best value-for-money to business and leisure travelers alike, and to those that like to combine both.

Located in urban areas, Adagio’s aparthotels are divided in 3 ranges: Adagio Original, in the centers of major cities; Adagio Access, in the center of regional capitals or in the direct outskirts of larger cities; and Adagio Premium, high-class aparthotels.