



9 November 2015

An Edinburgh partnership purely to pamper: Apex Hotels to partner with Pure Spa & Beauty

Apex Hotels and successful spa operator Pure Spa are partnering to offer spa and beauty treatments at its Apex Waterloo Place Hotel.

Under the new arrangement, Pure Spa will offer a wider range of treatments to further enhance the Apex Hotels' guest experience; whilst Pure Spa's active local customer base and strong social media following will also attract a new local audience to the hotel.

Pure Spa will manage the treatment rooms, enhancing the excellent facilities at the four-star Apex Waterloo Place where guests can also take advantage of the additional amenities such as the pool, sauna, restaurant and bar plus complimentary Wi-Fi.

Apex Hotels' Chief Executive, Angela Vickers, said, "Our two companies share a passion for great customer service. We're always open to new ways of doing things, so with our great city centre location and facilities combined with Pure Spa's specialist expertise, this is a great opportunity to work collaboratively to attract a wider audience to the spa."

There are valuable opportunities for mutual cross-promotion between the two companies, such as joint marketing campaigns and gift voucher sales.

Pure Spa Chief Executive, Becky Woodhouse, said, "We believe that more people should enjoy the experience of treating themselves to a spa treatment, so we're very excited about bringing our proposition to a wider audience at Apex Hotels. We share the same principles and both receive overwhelmingly positive customer reviews, so we're looking forward to growing the business together".

The new arrangement will commence from Monday 9th November 2015. Apex Hotels' Spa employees have been fully consulted and are pleased to be part of this venture with Pure Spa and the development opportunities it provides through working for an experienced, award-winning Spa and Beauty organisation.

Background information

- Pure Spa launched in Edinburgh and currently has five properties in Edinburgh, Glasgow and Aberdeen, including a partnership with Debenhams at Ocean Terminal in Edinburgh.
- Apex Hotels launched in Edinburgh in 1996 and has nine properties in Edinburgh, Glasgow, Dundee and London, plus a new opening planned for 2017 in Bath
- Apex currently runs its spas under its own Yu Spa brand at Apex City Quay Hotel & Spa in Dundee
- There are no plans to extend the arrangement to other Apex Hotels.

End

For media enquiries please contact:

Danica Smith
PR & Online Reputation Manager, Apex Hotels
T 0131 441 0494 | M 07775 505 361
Danica.smith@apexhotels.co.uk

Paula Lees, Sales & Marketing Executive at Pure Spa & Beauty
0131 202 5753
paula@purespaek.com

Note to Editors:

Apex Hotels is a family run, independent hotel group with nine award-winning properties at the heart of four major UK cities - Glasgow, Edinburgh, London and Dundee. The hotels feature contemporary accommodation, excellent dining facilities and exceptional customer service at surprisingly affordable rates. For more information visit www.apexhotels.co.uk