

News Release

June 2017

APEX BATH WELCOMES FIRST INTERNATIONAL CONFERENCE BOOKING

The Apex City of Bath Hotel has signed its first international conference ahead of its opening in the coming months.

The new hotel will welcome Sweden's leading beauty magazine, Daisy Beauty, for its annual international conference in September 2017.

It will be the first time the event has been held in a UK city outside of London.

Guests, including beauty editors of some of Sweden's leading publications and high profile beauty influencers, will experience Bath's only purpose-built city centre conference facility which accommodates up to 400 guests.

The £35million hotel, which will welcome guests from 1 August 2017, and conferences from 1 September, will be the city's largest hotel in terms of conference and events spaces and number of bedrooms.

Kicki Norman, Daisy Beauty's Editor-in-Chief and conference host, said organisers were keen to offer their guests a new experience.

She said: "Being interested in beauty, we loved the connection the city has with the Roman baths, and the picturesque surroundings are very appealing – especially to our social media-savvy conference guests.

"Having held four events in London, we wanted to show our guests something new. Bath is lush, beautiful, friendly and quintessentially English – what better place to bring our guests? And the new Apex City of Bath Hotel promises all the facilities we need to host a fantastic conference."

The opening of the Bath hotel is a milestone for Apex Hotels as it is the first opening in England, outside of London. The hotel looks forward to welcoming business to the city as a result of the conference centre.

Tim O’Sullivan, General Manager of Apex City of Bath Hotel, said: “We are thrilled to have secured our first international conference ahead of opening – it’s something of a milestone for us. We hope that, by offering the city’s first purpose-built conference facility, we’ll attract even more events from businesses in the UK and beyond, bringing tourists to the city and giving the local economy a boost.

“As well as the facilities on offer at Apex City of Bath Hotel, the city is steeped in history and is home to the world famous Roman Baths and this, which really appealed to the Daisy Beauty team. There is a real buzz in Bath which we are sure our visitors will love, and we can’t wait to welcome them.”

The four star Apex City of Bath Hotel will feature 177 bedrooms, restaurant, bar, gymnasium and pool alongside the conference centre. The completion of this hotel will expand the group’s portfolio to ten hotels across the UK

Ends

www.apexhotels.co.uk

Note to Editors:

Apex Hotels is one of the UK’s leading independent operators of four star contemporary hotels. Headquartered in Edinburgh, the group operate nine hotels in London, Edinburgh, Glasgow and Dundee, with the opening of a tenth hotel in Bath anticipated in summer 2017.

Hotel portfolio:

Apex Grassmarket, Edinburgh 31-35 Grassmarket, Edinburgh, EH1 2HS	Apex City Quay Hotel & Spa, Dundee 1 West Victoria Dock Road, Dundee, DD1 3JP
Apex Haymarket, Edinburgh 90 Haymarket Terrace, Edinburgh, EH12 5LQ	Apex City of London, London 1 Seething Lane, London EC3N 4AX
Apex City of Edinburgh, Edinburgh 61 Grassmarket, Edinburgh, EH1 2JF	Apex London Wall, London 7-9 Cophall Avenue, London EC2R 7NJ
Apex Waterloo Place, Edinburgh 23-27 Waterloo Place, Edinburgh, EH1 3BH	Apex Temple Court, London 1-2 Serjeants’ Inn, London EC4Y 1LL
Apex City of Glasgow, Glasgow 110 Bath Street, Glasgow G2 2EN	

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