

News Release

October 2017

## ROMAN STATUES BRING BATH LOCALS TO A STANDSTILL

Five real-life Roman statues took to the streets of Bath yesterday, bringing locals to a standstill as they looked on.

The statues spent the day out and about in the city to mark the arrival of Apex City of Bath Hotel, gifting passers-by with special Apex Oliver vouchers – named for the city’s historic local currency.

More than 500 Olivers valid for discounts at the stylish bar in the £35million, four-star hotel, were handed out in exchange for selfies with the statues marked and shared across social media using the hashtag ‘#hellobath’.

**Tim O’Sullivan, General Manager, Apex City of Bath Hotel said:** “We’re delighted to bring Apex Hotels to Bath, and want to invite locals to come and celebrate our arrival. And what better way to invite them in to visit than with our own troop of real-life Roman statues.

“Anyone who received an Oliver today can stop by the hotel for a drink, and have an extra one on us – the team can’t wait to welcome them through our doors.”

The 177-bedroom Apex City of Bath Hotel is the city’s largest purpose-built hotel in terms of bedroom numbers and conference facilities – with capacity for up to 400 delegates.

It also boasts a restaurant headed up by award-winning chef Ben Abercrombie, bar, gymnasium and pool and sits at the heart of the city, just minutes away from Bath’s major tourist attractions – including the famous Roman Baths.

The launch of the £35 million Apex City of Bath Hotel marks a significant milestone for Apex, as it takes the company’s portfolio to 10 hotels across the UK, and represents its first opening England outside of London.

**Ends**

[www.apexhotels.co.uk](http://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 operates 10 hotels in London, Edinburgh, Glasgow, Dundee and Bath.

**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	Apex City of Bath, Bath James Street West, Bath, BA1 2DA

**FURTHER INFORMATION**

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