

EDINBURGH LINKS COULD BENEFIT BATH

Bath could benefit enormously from greater links with cities like Edinburgh, claims the managing director of the latest addition to the city's hotel scene.

Yousif Al-Wagga, the managing director of Apex Hotels, said one of the reasons why the Edinburgh-based hotel chain had chosen Bath as the location for its first hotel outside Scotland and London was the synergy between the two UNESCO World Heritage cities.

Kingswood School-educated Mr Al-Wagga said: "We are a family owned and run company and we are here for the long term. There is a lot of synergy between Bath and Edinburgh so it seemed right for us to want to come here."

He added: "We want to work with others to help raise the profile of Bath by providing new opportunities through business tourism during the working week. We know that this is an issue for the city and our large conference facilities provide the opportunity for more business for hotels in the city of Bath."

Chief executive of Bath Business Improvement District, Louise Prynne, who represents 650 businesses in the city said she was delighted that the Edinburgh-based hotel chain had chosen Bath and echoed Mr Al-Wagga's observation that his home city and Edinburgh had a lot in common.

"Edinburgh is a fantastic example of an UNESCO World Heritage city that has successfully combined respecting and honouring its heritage with creating a modern city for business to thrive," said Ms Prynne.

She said she was looking forward to working with Mr Al-Wagga and said, from a business as well as tourism perspective, the hotel would be an excellent addition to the city as well as to the skyline.

Situated on the corner of James Street West and Charles Street, the announcement that the hotel would replace Bath's ugliest building, Kingsmead House, caused a stir on social media.

When it opens in summer 2017, the four-star Apex Bath Hotel, with 177 rooms, will be the largest hotel in the city and well as providing the largest conference facilities, with space for up to 600 delegates.

ENDS

Issue date: 28th October 2016

For further press information please contact

**Geometry PR
Lynne Fernquest / Linda Donaldson
Geometry PR
01225 422051 / 07808 479963**

PRESS INFORMATION



lynnefernquest@gmail.com / Linda@geometrypr.co.uk

NOTES TO EDITORS:

Head-quartered in Edinburgh, Apex Hotels owns the Apex City of Edinburgh and Apex Grassmarket (in Edinburgh's Grassmarket), the Apex Haymarket in Edinburgh's West End, the Apex Waterloo Place in the East End, the Apex City Quay Hotel & Spa in Dundee and the Apex City of Glasgow. There are also three hotels in London and the new Apex City of Bath Hotel opening in Bath in summer 2017. Apex City of Bath Hotel will be home to the largest purpose-built conference facilities in the city and 177-bedroom properties with leisure facilities for residents.