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mourHotel Launches New Brand of 'Lifestyle' Hotel

With the launch of their brand new 'lifestyle' hotel in Nottingham, **mourHotel** are set to revolutionise the modern hotel ethos by providing guests with a more sensuous, flirtatious and personable experience seasoned with an enhanced WOW factor!

The new 'sensory' hotel is the first of many hotels they plan to build nationwide. The company is aiming to sign up 12 hotel sites in the next 6 months as its phase one of development. With an initial development cost of £120 million, the **mourHotel** brand will symbolise a change in the 'lifestyle' hotel market by actively targeting influential individuals with higher than average disposable incomes.

The first **mourHotel** is located in Sherwood Business Park, Nottingham within easy reach of junction 27 on the M1. The hotel was purchased as the Dakota, a well established luxury hotel that owner, Formula 1 racing Driver David Coulthard placed into administration due to a shareholder dispute.

Aimed at both business and leisure users the new **mourHotel** will be the 'junction where business meets pleasure'. The **mour** offers guests a chance to stay in a warm and inviting environment complete with interiors designed by award winning interior designer Amanda Rosa. According to the Chairman Russell Allen, from **mourHotel**:

*"The **mourHotel** experience will offer guests stylish design, innovative surroundings and luxury convenience unparalleled within the hospitality industry at the price. Each **mourHotel** will feature between 120 and 150 rooms, a destination restaurant, grill and bar and importantly create a world of sensory experiences where guests will want to 'linger for longer' "Each hotel will be unique with its own signature scent, music and atmosphere; yet will be harmonious with our brand name. Mour Hotel will symbolise the future of the modern hotel experience, an experience that heightens the senses and allows our guests to lose themselves and feel right at home"*

The brand is currently focused on developing representation hotels in the major cities across the mainland UK with developments falling into two main categories; new-build and conversion. Russell Allen, Chairman of **mourHotel** commented further on the proposed developments;

"Our current development focus is to take advantage of the current economic climate and the woes of developers to assemble an initial 12-15 strategic sites around London and in the main commercial centres across the UK.

***mourHotel** is particularly favourable from a planning perspective insofar that we provide full-service elements in our hotels, as such new-build developments are preferable but for the right site close to arterial routes, airports, city centres or business parks we would certainly consider a conversion project."*

- Ends -

For further information about **mourHotel** go to the website – www.mourhotel.com or contact:

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Notes for Editors

About **mour**Hotel (Sherwood Business Park)

- Located on Willow Drive, Sherwood Park, Nottingham, NG15 0DP
- The interiors were designed by award winning interior designer Amanda Rosa
- Sherwood Business Park is located directly of junction 27 of the M1 motorway and is 8 miles north east of Nottingham city centre
- East Midlands airport is 12 miles south providing domestic and European services
- The international airports of Manchester, Birmingham, Leeds/Bradford, and London are all within a 2 hour driving distance
- **mour**Hotels will be located throughout the UK
- **mour**Hotel at Sherwood Business Park has 92 bedrooms, fitness room, meeting rooms and a destination Bar & Grill
- On average rooms are 25sqm and cost from £79.00 per room per night

About **mour**Hotel

mourHotel is a 'lifestyle' brand designed to appeal to a specific audience of mid-market business travellers or leisure guests in key commercial, airport and destination locations. Offering a world of sensory experiences **mour**Hotel enjoys its own distinctive brand identity, unique facilities and will be an average of 125 rooms in the 4* segment of the hotel market. Every **mour**Hotel is designed to maximise flexibility whilst simultaneously controlling costs, offering guests the attentive hospitality and quality facilities they want at the price they can afford.

The key brands standards of the hotel are:

- a stylish & relaxed environment with unique music and scents created for the hotel to create the perfect atmosphere
- a high level of amenities and services
- attentive service
- affordable cost.
- up to date business facilities that meet the needs of road warriors working remotely
- targeted and innovative leisure and recreational facilities,
- a destination bar & restaurant
- lite gym
- **mour**Art a gallery of works from exciting artists with regular events
- Live music weekends

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