



**LONDON COMPANY
INVESTS IN SHEFFIELD
WITH ACQUISITION OF
CITY CENTRE HOTEL.**



HOTEL GROUP LOOKS NORTH



Sheffield's Metropolitan Hotel has been acquired by the London Town Group of companies.

Founded in 1988, London Town Group owns and operates several hotels in the UK, four of which are Mercure branded.

The Group started out in the hospitality industry with a single budget-brand hotel in Earls Court. It has now grown to be an established property investment company largely focusing on four-star hotels in London until 2008 when the group acquired a hotel in Nottingham's Lace Market.

Working with business partners the Group has created a global market presence for all its hotels. In 2009, in partnership with InterContinental Hotels Group it opened the first Hotel Indigo outside North America in Paddington, London. Hotel Indigo London Paddington is a unique four-star boutique hotel in the heart of London's Paddington area. In partnership with Accor Group, London Town Group has successfully established a strong presence of Mercure hotels in Paddington, Kensington and Nottingham. It has also acquired Days Hotel in Derby, which is located opposite Derbyshire Cricket Ground.

The Group's latest investment is the Sheffield Metropolitan Hotel, a stylish and contemporary 112-bedroom purpose-built hotel in the heart of the city centre.

Koolesh Shah, managing director of London Town Hotels Group, said: "The Sheffield Metropolitan Hotel has a strong reputation as an individual hotel with exceptional facilities, a convenient location and highly regarded levels of customer service and attention.

"Until a few years ago our portfolio consisted exclusively of London hotels but we made it a priority to identify other key city centre destinations, which has so far included Nottingham and Derby. We feel that adding Sheffield to our Group will greatly benefit our customers.

"Sheffield was an attractive city to us for a number of reasons. Not only does it appear to be rapidly becoming a top destination for businesses in the North of England but its reputation as the Outdoor City is attracting more and more visitors for leisure purposes.

"It is really exciting for us to be able to include Sheffield in our growing portfolio, creating jobs and investing in the local economy in the process."

London Town Group has a head office in Kensington, Central London. It also owns and operates an e-commerce and online marketing office in Mumbai, which is solely responsible for the hotel group websites, various on-line third party websites and search engine optimisation.



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