

Accor opens internationally-branded hotel in Bridgwater

Accor has opened one of the largest internationally-branded hotels in the Somerset town of Bridgwater; the 144-room ibis Bridgwater. Operated by Cycas Hospitality as part of a management agreement with Zeal Hotels and Sandgate Investors, the new-build property is the first ibis hotel in the UK to showcase the brand's new Plaza-design throughout.



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The new ibis Bridgwater becomes the first UK ibis hotel to feature a Keepers Kitchen and Bar; an all-day dining restaurant and bar whose locally-sourced menus champion the regional produce and support a wide range of nearby suppliers.

Set within Woodlands Court Business Park, just 13 miles from Hinkley Point C, the hotel's initial guests include key workers helping build the UK's first new nuclear power station in over 20 years.

Thanks to its location by Junction 23 of the M5, ibis Bridgwater is also well placed to cater for British holidaymakers poised to explore Somerset, Devon and Cornwall once domestic travel restrictions ease.

Other facilities at the new hotel include two meeting rooms seating up to 40 people, and extensive on-site parking for 81 cars, plus free coach parking.

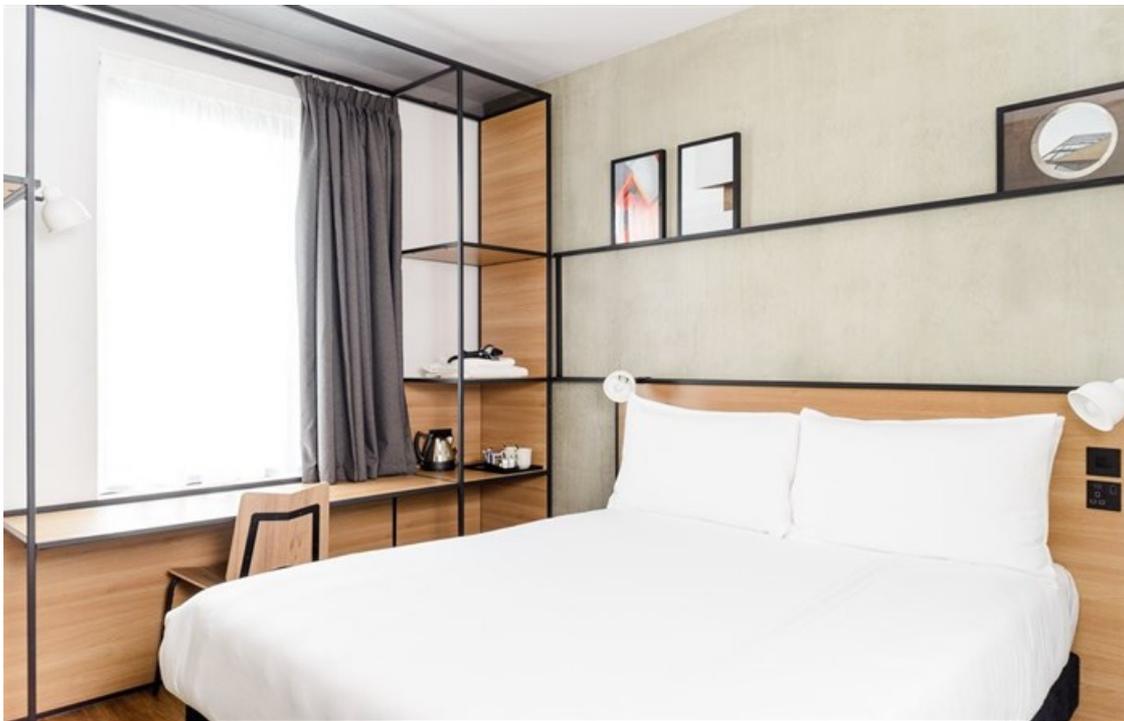


Image Supplied.

Each of the hotel's 40 twin, 96 double and eight accessible/interconnected rooms are soundproofed and incorporate the brand's Sweet Bed concept for unparalleled comfort, plus a Smart TV with Chromecast.

Cristina de Oliveira-Frewen, SVP franchise operations, Accor Northern Europe, said: "ibis Bridgwater is the first UK hotel to feature the brand's new Plaza-design concept. It's an exciting transformation for ibis and we're enormously proud to see the design come to life in this hotel, bringing urban modernity to the interior design.

"The addition of our Keepers Bar and Restaurant makes this an exciting, modern and affordable hotel for business and leisure guests. Together with Cycas, we have created a fantastic hotel and we look forward to developing our partnership further in the future."

Wayne Androliakos, Cycas Hospitality's chief operating officer, said: "We're delighted that Cycas's first hotel in the South West of England also marks the opening of our first Accor property in the UK.

"We are excited to welcome the renowned ibis brand to the Cycas family and, with an exceptional team in place, look forward to capitalising on the growing demand for contemporary accommodation for both business and leisure travellers visiting the Bridgwater area."

The hotel becomes the third property opened by Cycas Hospitality in the UK this year, following the opening of the dual-brand Moxy and Residence Inn Slough in February.

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