

NEWLY REFURBISHED GUESTROOMS LAUNCH AT THE STRAND PALACE HOTEL



Pictured: Deluxe Studio Double

At a glance

- 24 rooms released
- Further 73 to follow in June
- Hotel to be fully refurbished by 2020
- Air conditioning in all new guestrooms
- Luxurious White Company toiletries
- Complimentary minibar in Deluxe rooms

Following months of planning, the Strand Palace Hotel is pleased to unveil the first of its newly refurbished rooms, now available to the public. The multi-million pound investment is set to firmly establish the property, with an unrivalled location in the heart of the capital, at the top of London's 4-star inventory for years to come.

The new Superior and Deluxe guestrooms feature air conditioning and a range of luxury White Company bathroom toiletries available to guests. Rooms are decorated in a calming, neutral palette, and rooms include Hypnos mattresses and premium linens to ensure guests have a restful night's sleep. Finer details nod to the art deco stylings of the hotel's heyday in the 1920s, with the velveteen chairs and marble-topped tables awaiting guests of the roaring 2020s.

Each room benefits further from a host of complimentary amenities, including high-speed Wi-Fi, mineral water, tea and coffee, phone calls as well as an umbrella for the unpredictable London weather. The Deluxe rooms include soft, luxurious bathrobes, complimentary minibar and dry bar, Nespresso machine stocked with premium coffee capsules from the hotel's Sacred Café, and Bose sound system.

This initial release in early March covers all rooms on the hotel's ninth floor, with the eighth floor to be released in June, the seventh floor in September and further floors to follow suit. The hotel's ground floor, home to the reception, concierge, restaurant and bars will also undergo renovations, with the full refurbishment project set to be complete by April 2020.

David MacRae, General Manager of the Strand Palace, is excited to have launched the first of the new rooms, set to enhance the experience of guests staying at the iconic address.

"One hundred and eight years in the making, these are truly the finest rooms in the history of the Strand Palace and reflective of our grand name. Among the many improvements, I am extremely pleased to introduce individually controlled air conditioning to all our new bedrooms. Needless to say, we are excited to welcome our first valued guests and look forward to hearing what they have to say about the new Strand Palace experience.

"Ever since we first opened our doors in 1909, the Strand Palace has put the guest experience at the forefront of all we do. This initial release is just the first small step in a complete reimagining of what it means to stay with us in the heart of London, where the City meets the West End, and the whole team is excited to see how this latest chapter in our history develops."

Split into Superior and Deluxe categories, the new rooms feature plenty of bed sizes to appeal to all types of guests, whether short or long stay, travelling alone, as a couple or family. The full suite ranges from Superior Cosy rooms, providing fantastic value for money, to Deluxe Studios with king-size (200cm wide) beds and comfortable sofa beds for a third guest.

Find out more: strandpalacehotel.co.uk/stay/rooms

View images: strandpalacehotel.co.uk/photography

Book now: strandpalacehotel.co.uk | +44 (0)20 7379 4737

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About the Strand Palace Hotel

Having welcomed guests since 1909, the Strand Palace Hotel is surrounded by the best London has to offer. Set on the heart of the Strand, the hotel is located just minutes from Covent Garden and the River Thames, making it the perfect location for guests looking to indulge themselves in the heart of London's cultural scene. With 785 bedrooms and a gym, the hotel also houses the Carvery and Grill, Lounge Bar, Sacred Café and Gin Palace cocktail bar.

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