

Pressrelease The Morrison

The Morrison Dublin, a DoubleTree by Hilton, Reopens following €7 Million Refurbishment

- Brand new restaurant and bar to open later this month
- Irish designers and musicians to the fore in new look

Embargoed Dublin, 1 February, 2013: The Morrison Dublin, a DoubleTree by Hilton Hotel ("the Morrison") has today reopened for business following a €7 million refurbishment, completed in less than three months. Operators of the internationally renowned lifestyle-boutique Hotel, Martinez Hotels & Resorts ("Martinez"), also announced today that a brand new bar and restaurant - Bar Quay 14 and The Morrison Grill - will officially open to the public on the 11th February this year.

The Hotel's 138 rooms and suites have been completely re-designed with a brand new concept centred on music and sound. Overseen by Dublin-based Nikki O'Donnell, the new look incorporates lyrics from nearly 30 Irish songwriters and the work of a dozen Irish artists.

Speaking at the opening Stephen Mulligan, UK & Ireland director, Martinez Hotels & Resorts, said, "We set out with a very ambitious timeline for this project so we're delighted to be opening the Hotel on schedule and with the support of our new partners, Hilton Worldwide. The refurbishment coincides with a busier than normal event calendar for Ireland this year and we believe the reopening will not only benefit the long term patrons of the Morrison, but will also contribute to the vibrancy of this up-and-coming part of Dublin."

Patrick Joyce, General Manager, added, "It's been a hectic but exciting period and we're very grateful to all our staff who have worked tirelessly to ensure the Hotel was ready for opening. We hope our customers will be impressed by the work we've undertaken to bring a fresh new look to the Irish hotel scene. We believe the refurbishment strikes the right balance in staying true to the history of the Morrison hotel, while at the same time giving it a fresh new look."

The refurbishment was managed by MRP hotels, an Austrian-based consultant specialising in hospitality and tourism. Herbert Mascha, Managing Partner at MRP hotels said, "We set a very tight schedule in terms of both design and construction, utilising our experienced and skilled team to ensure the works were completed to exacting standards and within budget."

Last month, Martinez announced that it had signed a franchise agreement with Hilton Worldwide to become the first hotel in Ireland to join the upscale DoubleTree by Hilton brand.

As part of the refurbishment, all rooms have been refitted to the highest spec, with flat screen televisions and integrated music systems. Guests of the Hotel will get to access to a 24-hour business zone and split level fitness centre. Up-lighting has also been installed to the façade along Ormond Quay. Wedding, conference and event space will be available catering for groups from eight to 240 guests. For bookings and more information, visit www.morrisonhotel.ie.

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About Martinez Hotels & Resorts

Martinez Hotels & Resorts, part of the Martinez Hotel Group, was established in Switzerland in 2011.

Headquartered in Vienna, Austria, the company operates and manages a portfolio of midscale and upscale city and resort hotels across Europe. Founded by a team of highly experienced senior executives with a strong track record of success in some of the world's leading hotel groups, Martinez is built on passion, professionalism, expertise and talent.

Martinez Hotels & Resorts specialises in managing mid-scale and up-market business hotels under licence agreements with globally known brands such as "Hilton Hotels & Resorts" and "Starwood Hotels & Resorts". The company also develops and manages individual design and deluxe non-branded city and resort hotels, with an emphasis on bespoke, tailor made hotel concepts. Martinez currently manages a diversified portfolio of properties including The "Grand Tirolia" Kitzbühel, Austria; "Quisisana Palace" Karlovy Vary, Czech Republic; "The Morrison" Dublin, Ireland; and "New Peterhof" St. Petersburg, Russia.

Martinez Hotels & Resorts has ambitions to become one of Europe's leading hotel operators with a number of new projects across the region already under development. Please visit the website for further information: www.martinez-hotels.com

About the Morrison, Dublin

Situated in the heart of Dublin, the uber chic Morrison Hotel is a central location for hotel guests and visitors, as well as for weddings, conferences and meetings. Surrounded by some of Dublin's premier shopping and entertainment districts, the newly refurbished Hotel will feature 138 rooms and suites and a cutting edge food and beverage offering with two new restaurants and bar. A wide range of meeting and conference spaces and facilities are also available for corporate hire and weddings, catering from groups as small as eight, up to as many as 240 people. The Morrison Hotel is managed by Martinez Hotels & Resorts, a dynamic company led by highly experienced individuals with a strong track record in the hospitality industry. Martinez Hotels & Resorts, part of the Martinez Hotel Group, was established in 2011 and the company operates and manages a portfolio of midscale and upscale city and resort hotels across Europe. More information about the hotel at www.morrisonhotel.ie.

About DoubleTree by Hilton

With a growing collection of contemporary, upscale accommodations and more than 315 hotels in gateway cities, metropolitan areas and vacation destinations in 25 countries, DoubleTree by Hilton hotels are distinctively designed properties that provide true comfort to today's business and leisure travellers. From the millions of delighted hotel guests who are welcomed with the brand's legendary, warm chocolate chip cookies at check-in to the advantages of the award-winning Hilton HHonors guest reward programme, each DoubleTree by Hilton guest receives a satisfying stay wherever their travels take them.

To find out information about any DoubleTree by Hilton hotel, travellers may visit our website at www.DoubleTree.com or contact their preferred travel professional. Social media users may connect with us at www.facebook.com/doubletree, www.twitter.com/doubletree and www.youtube.com/doubletreehotels. For the latest news, story starters and fact sheets about our brand, reporters and bloggers may visit our DoubleTree by Hilton Global Media Centre at www.doubletreebyhiltonglobalmediacenter.com.

About Hilton Worldwide

Hilton Worldwide is a leading global hospitality company, spanning the lodging sector from luxurious full-service hotels and resorts to extended-stay suites and mid-priced hotels. For 93 years, Hilton Worldwide has offered business and leisure travelers the finest in accommodations, service, amenities and value. The company is dedicated to continuing its tradition of providing exceptional guest experiences across its global brands. Its brands are comprised of more than 3,900 hotels and timeshare properties, with 650,000 rooms in 90 countries and territories and include Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Hilton Hotels & Resorts, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. The company also manages the world-class guest reward program Hilton HHonors®. Visit www.hiltonworldwide.com for more information and connect with Hilton Worldwide at www.facebook.com/hiltonworldwide, www.twitter.com/hiltonworldwide, www.youtube.com/hiltonworldwide, www.flickr.com/hiltonworldwide and www.linkedin.com/company/hilton-worldwide.



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