

## Resident Hotels Engages with Merlin Entertainments to Encourage London Visitors

The initiative enables **The Resident's** guests to receive a 30% discount on tickets for London's top attractions, including The lastminute.com London Eye

The Resident is today announcing a new collaborative effort with Merlin Entertainments that enables guests staying in its London properties access to discounted tickets at Merlin's London attractions.

The Resident's hotels are located in Soho, Covent Garden, Victoria and Kensington with a fifth located in Liverpool City Centre. The collaborative effort with Merlin Entertainments is to support the recovery of tourism in the capital. The initiative will run to the end of March 2021.

Guests staying at any of The Resident's London hotels will have access to discounted prices on *The lastminute.com London Eye, Madame Tussauds London, SEA LIFE London Aquarium, The London Dungeon, Shrek's Adventure! London.*

**David JM Orr, CEO of Resident Hotels, commented:** *"We're delighted to be working with Merlin Entertainments to provide our guests with exclusive tickets to London's most iconic attractions. In a recent survey with our members, nearly a third said they wanted to visit attractions in the capital when our hotels re-open, so we are really delighted to work with world-famous London Landmarks and Destinations and give our guests the chance to create treasured memories.*

*At The Resident we provide excellent rooms, in exceptional locations with genuine heartfelt hospitality. It's easy to venture out from our hotels and enjoy London, it's made even easier with the help of our Resident Insiders who can put together exciting and customised itineraries for our guests. Our work with Merlin Entertainments further opens up the opportunity for our guests to have a fun day out".*

Guests can claim up to four tickets when they pre-book an experience through The Resident. The offer is not valid for walk-in, on the day tickets.

The Resident re-opened its Covent Garden and Soho hotels on July 31<sup>st</sup> and its Liverpool hotel on 27<sup>th</sup> August. Its hotels in Victoria and Kensington are currently scheduled to re-open on 22<sup>nd</sup> October 2020.

# THE RESIDENT

Orr continued, “*With relatively few rooms in each hotel, The Resident is well suited for the social distancing and enhanced Health & Safety measures that we have put in place since re-opening. Our refurbished lounges provide relaxed enclaves for guests and our team are on hand 24 hours a day so they are always well looked after.*”

The Resident has also recently launched an in-room grocery service for its guests. Made possible by the concealed mini-kitchen in each guestroom, guests can request groceries of their choice either prior to arrival or during their stay. The Resident's attentive team can make grocery suggestions as well as organising, sanitising and placing the items in the mini-kitchen to ensure guests' peace of mind.

The Resident reflects British design provenance and builds on the leading guest appreciation the hotels have established. The Resident Covent Garden has been consistently in the top 5 of London's hotels on Tripadvisor since June 2019, having opened on the 4th February 2019.

For more information on The Resident, please visit <https://www.residenthotels.com/>

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## **For further press information, please contact:**

Emma Arthurs | Baillie Horwood

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[theresident@rooster.co.uk](mailto:theresident@rooster.co.uk)

[www.rooster.co.uk](http://www.rooster.co.uk)

[@RoosterPR](https://twitter.com/RoosterPR)

## **Terms and Conditions:**

- This offer gives Resident Hotel guests the option of booking up to 4 discounted tickets to the following London attractions; *The lastminute.com London Eye, Madame Tussauds London, SEA LIFE London Aquarium, The London Dungeon, Shrek's Adventure! London.*
- The offer is as stated, 30% off gate price, on the day rate.
- This offer is pre-book only and tickets must be purchased in advance, they cannot be bought on the day of your visit at the attraction.
- Offer valid until March 31<sup>st</sup>, 2021.
- Guests may be asked to provide proof of Resident Hotel custom upon arrival at their chosen attraction.

## **About Resident Hotels Ltd:**

Resident Hotels Ltd is a privately owned hotel company, that re-branded as The Resident in February 2020 with the support of its owners and majority shareholders, Mactaggart Family Partners, led by Sir John Mactaggart.

The Resident is a personable brand of five distinctive city centre hotels (four in London and one in Liverpool) providing excellent rooms, in exceptional locations with heartfelt hospitality. All five hotels receive exceptional guest appreciation, with The Resident Covent Garden ranking #2 out of 1,100 London hotels on TripAdvisor.

The Resident has recently refurbished its lounges and refreshed all rooms with hand-picked and often handmade British and European furniture. Each room has a concealed mini-kitchen and an in-room grocery service is available for guests.

Headquartered in London, Resident Hotels is headed by CEO David Orr, who joined the company in March 2018. The Resident currently offers 379 rooms and plans to expand with an additional 1200/1500 rooms in the UK in the next seven years. If you have a development opportunity, please contact Investment & Development Manager, Susanne van Nieuwenburg - [susanne@mactaggartfp.com](mailto:susanne@mactaggartfp.com).

For more information, please visit our website at [residenthotels.com](http://residenthotels.com). In addition, you can connect with us on Facebook, LinkedIn, Twitter and Instagram.

## **About Merlin Entertainments**

Merlin Entertainments Ltd is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 130 attractions, 20 hotels and 6-holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to its 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season). See [www.merlinentertainments.biz](http://www.merlinentertainments.biz) for more information and follow on Twitter @MerlinEntsNew