

The Resident:

A New British Hotel Brand Launches Today



The Resident, a hotel brand for a new decade launches in the UK today. **The Resident** is launching with four properties in London (Covent Garden, Soho, Victoria, Kensington) and one in the heart of Liverpool city centre. Offering 379 stylish rooms in standout locations, with proven growth and sustainable business performance.

Built on a legacy of support from its principal owners the Mactaggart Family and Partners, **The Resident** is a contemporary British hotel concept that focuses on the importance of the guest experience and heartfelt service from its teams.

Formerly Nadler Hotels, **The Resident** puts the guest firmly at the centre of the brand; recognising that they and the hotel teams matter most. This signifies that the brand has evolved, whilst respecting the legacy of innovation since the business was founded in 2006.

The Resident introduces a more hosted experience, whilst retaining the sense of relaxed enclaves for guests. **The Resident** reflects a new focus on British provenance with a warmer design theme and builds on the leading guest appreciation scores the five hotels currently receive. Covent Garden hotel has been consistently in the top 5 of London's hotels on Tripadvisor since June 2019, having opened on the 4th February 2019.

David JM Orr, CEO of **Resident Hotels Ltd**, said "*We are delighted to be launching a new British hotel brand, **The Resident**. With the ongoing support of the owners and founders, particularly Mactaggart Family and Partners, we are announcing a new hotel brand that truly reflects what our guests appreciate. **The Resident** emphatically puts the guest at the heart of everything we do, offering a meaningful travel experience where guests can connect with the local neighbourhood and feel like a*

*resident. We look forward, in the near future, to announcing responsible and sustainable growth plans for **The Resident**.”*

Guests can expect a relaxed, warm and welcoming atmosphere from **The Resident** with a variety of room types. Furnishings have been carefully handpicked to include signature items from amongst Tom Dixon, Paul Smith with Anglepoise, Acton based Alter House and fabric elements in the rooms and lobby areas have been sourced from Scottish-based Bute fabrics. The emphasis has been on sourcing items that have British design provenance and manufacture.

Emulating the personal feel of the brand, **The Resident** invites all guests to enjoy hosted evening drinks. The invitation is an opportunity to get heartfelt local advice, socialise or plan their stay, whilst enjoying hand-picked complimentary items.

Consistent with unlocking local, yet world class quality and expertise; Joe Fattorini, of Berry Bros & Rudd and a well-known figure in the wine industry, has exclusively designed a Berry Bros & Rudd wine list. Other food and beverage products available include Mac and Wild cocktails, Mr Filbert's nuts and Love Cocoa chocolate by James Cadbury. **The Resident's** drinks and snacks offering can be ordered as room service. Local Bars and restaurants work with each hotel to ensure best access to excellent venues as well as breakfast options.

The refurbishment programme to all public areas and bedrooms is ongoing and will be completed by March 31.

The Resident plans to expand with an additional 1200/1500 rooms in the UK in the next seven years.

Average prices are £219 in London and £109 in Liverpool.

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For further press information, please contact:

Emma Arthurs | Jo Kendall | Baillie Horwood

Rooster. We are pr

theresident@rooster.co.uk

+44 (0) 7833 490003

www.rooster.co.uk

@RoosterPR