

SOFITEL LONDON HEATHROW WINS A PRESTIGIOUS UK HOTEL AWARD

London Heathrow, December 2011 – The first ever international five-stars are due to be issued to a small number of outstanding hotels. The inaugural UK Hotel Awards 2011 in association with Bloomberg Television have now been judged and Sofitel London Heathrow has been informed that it is amongst the winning companies.

Successful entrants have been invited to attend a high profile gala presentation dinner at the newly refurbished Savoy Hotel in London on January 18th. Sofitel London Heathrow will then discover whether the company has won a five-star or highly commended award in the category of **Best Airport Hotel**.

In addition to categories for all manner of different sized and specifically targeted hotels, there are also sections for the best hotel architecture, interior design, marketing and website covering the entire range of hotel disciplines.

The event is part of the International Property Awards which have been established for 18 years and its award winners' logo is recognised as a symbol of excellence throughout the global industry. The organisers decided to launch a specific program for the hospitality industry due to an increasing number of entries within its commercial categories. Demand for inclusion has been so great that each category was soon full of the required number of entrants.

Attaining one of these coveted awards is indisputable evidence that Sofitel London Heathrow is capable of beating some exceedingly strong contenders within the keenly competitive UK hospitality arena.

Highest scoring winners from the UK Hotel Awards are now being re-judged against other winning companies from Europe, Asia Pacific, Africa, the Americas and Arabia to find the ultimate World's Best in each category.

The judging panel consists of 20 professionals whose collective knowledge of the hospitality industry is second to none. This year's judges include James Bacon, UK account manager of Google; Peter Crome, managing director of Skibo Castle in Scotland; Mike McNamara of the Royal Bank of Scotland (RBS); David Dalby of the Royal Institute of Chartered Surveyors (RICS) and Rebecca Johnson of Bloomberg TV (Hotel Section). The judges report that the quality of submissions has been extremely high, giving them a difficult task in selecting the winners.



Sofitel London Heathrow

Terminal 5, London Heathrow Airport, TW6 2GD London, UNITED KINGDOM

Tel (+44)208 757 7777 | Fax (+44)208 757 7788 | H6214@sofitel.com

* * * * *

Sofitel, World Class Hotels & French Elegance

Sofitel is the only French luxury hotel brand with a presence on five continents with 120 addresses, in almost 40 countries (more than 30 000 rooms). Sofitel offers contemporary hotels and resorts adapted to today's more demanding and more versatile consumers who expect and appreciate beauty, quality and excellence. Whether situated in the heart of a major city like Paris, London, New York or Beijing, or nestled away in a country landscape in Morocco, Egypt, Fiji Islands or Thailand, each Sofitel property offers a genuine experience of the French "art de vivre".

Discover Sofitel on **www.sofitel.com**

Discover A|Club at Sofitel, the new worldwide Accor loyalty program on **www.a-club.com**

* * * * *

Press Contact Sofitel Worldwide

Rodolphe Moulin-Chabrot
rodolphe.moulin-
chabrot@sofitel.com

Regional Press Contact

Régine Le Brun
regine.lebrun@sofitel.com

Press Contact Sofitel

London Heathrow
Raj Shah - Sales &
Marketing Director
+44 (0)20 8757 7772
raj.shah@sofitel.com

