

# Edinburgh's Point Hotel now rebranded



The former St Cuthbert's Co-Operative building, which dates back to 1892 and went on to become The Point Hotel, has been transformed, following a £4.2 million renovation managed by Scottish-based hotel management company, Redefine|BDL Hotels.

The new hotel is now a DoubleTree by Hilton hotel under the rebranding and renovation project.

The 138 guestroom property is located in Edinburgh's historic old town. With its magnificent domed roof, brasserie style restaurant and exclusive, top floor penthouse, offering views of Edinburgh Castle, the newly renovated hotel is set to become one of the city's most sought after destination venues.

Ronald Little, general manager, DoubleTree by Hilton Edinburgh City Centre, said:- "I am delighted to welcome the first DoubleTree by Hilton to Edinburgh. The focus on delivering exceptional service and customer experience resonates with the brand's CARE culture of having the guest, team and community at the heart of everything we do. The building has a rich history in the city and it has been wonderful to see it so carefully transformed into a truly remarkable property. My team and I are looking forward to welcoming guests to the DoubleTree by Hilton Edinburgh City Centre to deliver a memorable experience."

The hotel's stylish guestrooms feature the DoubleTree by Hilton Sweet Dreams Sleep Experience, sumptuous furnishings and WiFi, with the "deluxe" rooms and suites offering spectacular views of the iconic castle and beyond. Dining options include the intimate "Monboddo" bar, and the "Bread Street Brasserie", the hotel's award-winning restaurant which

serves a range of dishes with an emphasis on freshness and flavour. In addition, on the first Thursday of every month, the hotel transforms its Penthouse venue into a Skybar, Edinburgh's best kept secret, where guests and locals can marvel at the panoramic views of the city, cocktail in hand. The hotel also has a 24-hour fitness centre with cardio equipment and free weights.

The hotel is home to a conference venue for up to 120 guests, three additional meeting rooms and the exclusive penthouse which features an outdoor decking area with panoramic views of the historic city skyline, the Castle and the River Forth, which makes it ideal for weddings. There is also a 24-hour business centre.

Simon Vincent, president, EMEA, Hilton Worldwide, said, "Edinburgh, voted European Destination of the Year at the World Travel Awards 2012, is the second most popular tourist destination in the UK after London and we are delighted to be expanding the Hilton Worldwide portfolio here. The opening of DoubleTree by Hilton Edinburgh City Centre joins a Scottish portfolio of 14, which, during a year that will see the country play host to world-class events including The Ryder Cup and the 2014 Commonwealth Games, is immensely exciting."

In addition to the signature welcome of a warm chocolate chip cookie at check-in, guests at DoubleTree by Hilton Edinburgh City Centre will enjoy brand exclusives including; the invigorating array of CITRON body care products by Crabtree & Evelyn in the rooms; and a unique and caring team member commitment to the local community. Guests of the hotel can also participate in the award winning Hilton HHonors® loyalty scheme, offering the chance to earn global rewards at over 4,000 hotels worldwide.

John Greenleaf, global head, DoubleTree by Hilton, said, "It is with great pride that we announce the opening of our first hotel in Edinburgh, a city rich in its cultural offering and

with a vibrant shopping and entertainment scene. We look forward to introducing DoubleTree by Hilton's CARE service culture, built around the idea of creating a rewarding experience for guests, team members and the community, to travellers and residents of this great cultural capital starting with the warm chocolate chip cookie presented to each guest upon arrival."

DoubleTree by Hilton has three further Scottish properties, with hotels operating in Dunblane, featuring Nick Nairn's The Kailyard restaurant, and the thriving cities of Aberdeen and Dundee.

DoubleTree by Hilton Edinburgh City Centre is situated at 34 Bread Street, Edinburgh, EH3 9AF, United Kingdom.

For more information or to make reservations, please visit [www.doubletree.com](http://www.doubletree.com).

View more news about DoubleTree by Hilton openings at <http://news.doubletree.com>.