

W Edinburgh to take up residence at Edinburgh St James



Edinburgh is to welcome another luxury hotel in the city with the announcement that W Hotels will open at Edinburgh St James in five years' time.

The ribbon hotel design by Allan Murray Architects is a 12-storey building forming the focal point of the £850 million development by TH Real Estate on the site of the St James Shopping Centre which has just closed. Although John Lewis will remain open during the development, all other tenants have relocated elsewhere in the city, or simply closed.

The large development will incorporate shops, residential units, the hotel and apartments along with a cinema and a host of restaurants.

Michael Wale, President, Starwood Hotels & Resorts, Europe, Africa and Middle East said: "As an established business hub with a thriving global tourism industry, we are confident that there will be a huge appetite for our innovative lifestyle brand in the Scottish capital.

"W Edinburgh's location at the pulsing heart of the new Edinburgh St James development, combined with its innovative design, contemporary interiors and the W brand's signature programming, will create the perfect setting for the second W hotel in the United Kingdom."

The hotel group are sure that this new offering will bring something new and fresh to the hospitality landscape in

Edinburgh with W Happenings showcasing what's new in design, fashion and music. Guests will enjoy the brand's Whatever/Whenever® service, a simple philosophy giving them what they want whenever they want it.

There will be 214 guest rooms in the new hotel with 20 suites and one Extreme Wow Suite which is the W brand's interpretation of the Presidential Suite. The rooftop will have a destination bar and outdoor terrace which will enjoy a 360 degree view of the city's skyline.

Other areas will include W Lounge (the W brand's energetic spin on the hotel lobby), a signature restaurant, FIT®– the ultimate workout facility, and an AWAY® Spa offering the W Hotels brand's signature health and lifestyle experiences. An ideal venue for events, W Edinburgh will provide 2,450 square feet of ultra-modern event space.

Stephen Wicks, Director of Shopping Centres at TH Real Estate, said, "From the outset, our intention has been to secure a truly world class hotel operator for Edinburgh St James, complementing the rest of the development and forming an integral part of the scheme's vibrant offer. We are delighted to have finalised this deal with Starwood Hotels and Resorts and to be welcoming such an iconic and established brand as W Hotels to Scotland for the very first time."

The first W hotel in the UK is in Leicester Square where W London opened in 2011.

Karl Bieberach, Vice President Development, Starwood Hotels & Resorts, Europe said: "The fact that W continues to drive growth across the EAME region is testament to the exceptional appeal of the brand to owners and developers. This standout location in the heart of Edinburgh will be a fantastic addition to the W portfolio."

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