



## Hilton London Bankside

### Wins Hotel of the Year at The Cateys 2020

**After a year of unprecedented hardship, Splendid Hospitality Group saw a shining ray of uplifting positivity as the year draws to a close. Hilton London Bankside was announced as winner of the ‘Hotel of the Year’ category at The Cateys 2020!**

The Cateys Awards recognise ‘the most talented individuals, biggest brands and the strongest performers in the hospitality industry.’ The Hotel of the Year category broadly looks at how a hotel stands out as a beacon of excellence in its chosen market.

Bankside needed to demonstrate the following achievements that qualified them to be submitted to the category. This included achievements over the past 12 months, policies regarding staff recruitment and retention, the hotel’s environment and CSR policy, and overall performance in the market.

The 292-bedroomed hotel was praised for showing that creativity and innovation can sit alongside global brand standards.

Staff recognition came in the wholesome form of the Weekly ‘Sunshine’ Moment. Every Friday, employees come together to recognise and praise team members who have gone the extra mile that week.

By working with local charities, most namedly the 'Invisible Chips' campaign with Hospitality Action, the Hilton London Bankside team were committed to helping those who had suffered job redundancies as a result of the pandemic. This saw the luxury London hotel secure its place as a cornerstone of the community.

Furthermore, the Bankside team demonstrated their innovative sales and marketing engagement by transforming their ballroom into two full-sized tennis courts for use by guests!

The design-led hotel's iconic, world-class innovation saw the successful launch of the world's first vegan suite and the AGORA meeting room; a meeting room like no other. Breaking the mould of the clinical meeting room, every aspect was chosen to create the perfect environment to bring ideas forward. With a 75-inch interactive screen and an entire wall holding whiteboard and pin-board capabilities, gone are the days of dreary meetings with uninspiring surroundings.

Lastly, but certainly not least, despite the competition commonly found among high-end London hotels, Bankside successfully retained high market share, with an average 94% occupancy and RevPARr growth of an astounding 12.8%.

**Danny Pecorelli**, one of the judges at The Cateys, said: "This shows you don't have to be a grande dame or sexy to win this award. You just have to be outstanding in your chosen market, innovative and run by an amazing team of hospitality professionals."

**Marc Saunders**, Head of Marketing and Communications at Splendid Hospitality Group commented: "I was taken aback when I received the news. This is a staggeringly positive end to a very hard year for us, as a hotel group, and the industry itself. The Bankside team has remained so resilient through this entire year. I can't think of a more deserving team for this prestigious award."

After a difficult year, the Bankside team have gifted a huge wave of positivity that resounded across the entire group. Entering 2021 on a high note, the Bankside team continues on their upward trajectory into whatever future holds for the Splendid family, and the hospitality industry.

