

# CAMPBELLGRAY HOTELS



London, April 2015

## **CAMPBELLGRAY HOTELS JOINS FORCES WITH AUDEH GROUP AND ANNOUNCES EXCITING EXPANSION PLANS**

CampbellGray Hotels is poised to undertake significant expansion with new hotels planned in Europe, The Middle East and Asia.

The company has entered into a business partnership with the Audeh family, sole owners and developers of the new Le Gray Amman Hotel and Residences.

Notable new CampbellGray projects include:

**Le Gray, Amman, Jordan** – Hotel and Residences – the residential and the commercial offices components debut in late 2015, followed by the opening of the hotel in early 2017. Located in Abdali, Amman’s vibrant new downtown district, the development will include:

- Le Gray Amman Hotel – with interiors by Martin Brudnizki Design Studio and facades by Architecture-Studio Paris, a new addition to the CampbellGray Hotels portfolio
- Residences – Martin Brudnizki Design Studio is also creating the interiors of 62 magnificent private residences branded and serviced by Le Gray Amman to cater for the expectations of sophisticated homeowners
- Offices – a unique and high-tech nineteen-storey luxury office tower with facades by Architecture-Studio Paris which will offer stylish and contemporary commercial premises.

**The Phoenicia, Malta** – summer 2015 will see the start of the phased re-launch of this iconic and much-loved grand hotel in the old-town heart of Malta’s capital city, Valletta. With The Phoenicia’s architectural beauty considered one of the sights of Malta, the re-launch will be sympathetic to the hotel’s Maltese heritage and will include:

- A complete refurbishment by Peter Young Design and Mary Fox Linton to create an international hotel of excellence

# CAMPBELLGRAY

## HOTELS

- The addition of two new 'Sky Suites' on the roof
- The re-landscaping of the hotel's grounds
- The addition of a Health Club & Spa with eight treatment rooms, a state-of-the-art gymnasium, and an indoor swimming pool
- The creation of a new outdoor swimming pool and terrace.

**Machrie, Isle of Islay, Scotland** – home to **the** Scottish links golf course and numerous whisky distilleries, The Machrie Hotel and Golf Links is set within the magnificent scenery of Laggan Bay, and is renowned as one of the most beautiful locations in world golf. The re-launch of the hotel and golf links will be in early 2017, and will include:

- The redevelopment of The Machrie Hotel and Golf Links to create an international destination in world golf and a wonderful Scottish hotel for golfers and non-golfers alike, accessible to the residents of Islay
- The building of 48 new bedrooms and the re-design of existing facilities by Peter Young Design and Mary Fox Linton to provide a wide range of superb accommodation for golfers from around the world, and guests looking to enjoy the natural wonders and traditional life of Islay
- The revitalisation of the Golf Links with 18 holes, driving range, and pro shop.

Whilst the company is well-known for offering luxury experiences to its guests, there are plans to create a diffusion line of hotels and resorts, which will stay true to the core values of the company but at a more accessible price point. The partnership will develop its strategy from its new offices in Knightsbridge, London.

Gordon Campbell Gray commented:

“This partnership heralds an exciting next chapter for our company. It will allow us to realise our full potential and extend our distinctive brand of hospitality to different destinations.”

Saad Audeh said:

“Our family has had a successful global trading business for over 25 years which has meant endless worldwide travel. I had grown tired of the corporate chains of cookie-cutter hotels, and know that many of today's travellers, whether on business or for leisure, want a hotel that simply makes them feel great each day. We are thrilled to be working with Gordon and his super-professional team, and see this partnership as an opportunity to create many fabulous new hotels of the kind at which I have always wanted to stay”.

Further details on these and other CampbellGray Hotels projects will be available shortly.

# CAMPBELLGRAY

## HOTELS

### **Notes to Editors:**

#### **About Gordon Campbell Gray and CampbellGray Hotels**

In his twenties, Gordon Campbell Gray bought his first hotel – the former Dorchester hotel in Woodstock – which he then transformed into The Feathers. This was followed by a spell in the United States, and in 1998 he returned to create his first London hotel, One Aldwych to great acclaim. One Aldwych soon gained iconic status and was hailed as the original contemporary luxury hotel. Its success was such that investors soon wanted to share Gordon’s vision and philosophy of “Everything Matters” which remains at the heart of the company today and which has been added to the company’s Intellectual Property Inventory as a registered Community Trade Mark.

When CampbellGray Hotels’ first resort hotel, Carlisle Bay, Antigua opened in 2003, this cool and contemporary resort redefined the destination. Carlisle Bay has been the recipient of numerous magazine awards and industry accolades.

Between 2006 and 2011, the company managed Dukes Hotel in St James’s, London, masterminding fresh interiors and refining guest facilities at this classic hotel.

2009 saw the opening of Le Gray, Beirut. The company’s flagship hotel, Le Gray truly exemplifies the CampbellGray brand of luxury and comfort without excess, intelligent service, great restaurants, bars and spas, but above all individuality, fun and care for the environment.

Gordon passionately refines every detail of his hotels not just from an aesthetic perspective, which includes personally curated artworks, but also importantly by engaging with and inspiring his employees.

Gordon also serves as Vice President of Save the Children, a charity on whose behalf he travels and fund-raises extensively.

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