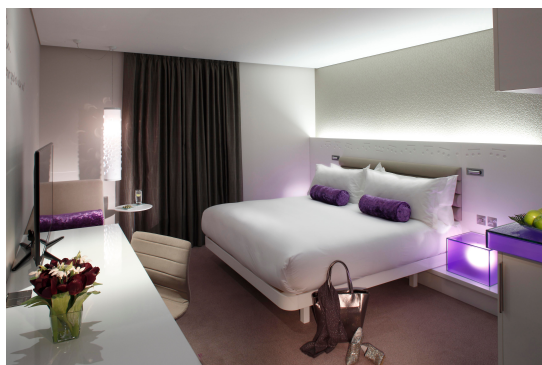




M O R R I S O N



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DoubleTree by Hilton Welcomes its First Guests in Ireland

The Morrison Dublin, a DoubleTree by Hilton, Reopens Following €7 Million Refurbishment

DUBLIN, Ireland – 1 February 2013 – Ireland's first [DoubleTree by Hilton](#) hotel opened its doors today, bringing one of Europe's fastest growing upscale hotel brands to the Emerald Isle. A thoughtful and contemporary renovation of the Morrison hotel, in partnership with operators Martinez Hotels & Resorts, has seen the property's 138 rooms and suites completely re-designed with a brand new concept centred on music and sound.

Overseen by Dublin-based Nikki O'Donnell, the hotel's new look incorporates lyrics from nearly 30 Irish songwriters and the work of a dozen Irish artists. The stylish, trend setting décor pays homage to the hotel's traditional status as a destination of choice for the great and the good of Irish music. Each individual guestroom is adorned with a line from songs made famous by local acts such as The Script and Paul Brady, straddling genres from customary Irish folk ballads to instantly recognisable modern hits.

Stephen Mulligan, UK & Ireland director, Martinez Hotels & Resorts, said, "We set out with a very ambitious timeline for this project so we're delighted to be opening the hotel on

schedule and with the support of our new partners, Hilton Worldwide. The refurbishment coincides with a busier than normal event calendar for Ireland this year, and we believe the reopening will not only benefit the long term patrons of the Morrison, but will also contribute to the vibrancy of this up-and-coming part of Dublin.”

An exciting revamp of the drinking and dining options sees Bar Quay 14 and the adjoining Morrison Grill opening to the public on 11 February.

Simon Vincent, president, EMEA, Hilton Worldwide, said, “We are delighted to be introducing one of Europe’s fastest growing hotel brands to Ireland. Building on the hotel’s excellent reputation, we believe the renovation, combined with DoubleTree by Hilton’s famous warm welcome, will make the hotel a popular destination in its own right.”

[The Morrison Dublin, a DoubleTree by Hilton](#)’s central location is ideal for guests seeking to access Dublin’s International Financial Services Centre, top tourist attractions plus iconic sporting and concert venues such as the Aviva Stadium and O2 Arena along with the Bord Gais Energy Theatre and enduringly popular Guinness Storehouse. The trendy Temple Bar area, whose atmospheric cobbled streets are home to the entertainment heartbeat of the city, is a short walk across the river from the hotel. With a wealth of attractions at the fingertips of its guests, coupled with its allure as a destination for the city’s glitterati, the hotel is ideal for any visitor seeking to soak up Dublin’s diverse culture and fabled nightlife.

John Greenleaf, global head, DoubleTree by Hilton, said, “This hotel is a fabulous representation of what our brand is all about. I’m thrilled with the work Nikki O’Donnell has done in bringing to life the essence of Ireland’s rich culture through such a stylish, sophisticated design. Guests will experience a taste of the city’s Celtic heritage and modern vibrancy while enjoying the signature DoubleTree by Hilton touches that we know appeal to travelers across Europe – all starting of course with the trademark warm chocolate chip cookie served upon check in.”

As part of the refurbishment, all rooms have been refitted with flat screen televisions and integrated music systems. Guests of the hotel will gain access to a 24-hour business zone and split level fitness centre. Up-lighting has also been installed to the façade along Ormond Quay. Wedding, conference and event space totalling 410 square metres is available, accommodating from eight to 240 guests.

Patrick Joyce, General Manager, added, “It’s been a hectic but exciting period and we’re very grateful to all our staff who have worked tirelessly to ensure the hotel was ready for opening. We hope our customers will be impressed by the work we’ve undertaken to bring a fresh new look to the Irish hotel scene. We believe the refurbishment strikes the right

balance in staying true to the history of the Morrison hotel, while at the same time giving it a fresh new look.”

The Morrison, A DoubleTree by Hilton hotel has re-opened under a franchise agreement between Hilton Worldwide and Martinez Hotels & Resorts. Guests will be able to take advantage of the award winning HHonors rewards program, the only hotel rewards program that offers Points & Miles for the same stay and no Blackout Dates to redeem rewards. For bookings and more information, visit www.morrisonhotel.ie.

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About Martinez Hotels & Resorts

Martinez Hotels & Resorts, part of the Martinez Hotel Group, was established in Switzerland in 2011. Headquartered in Vienna, Austria, the company operates and manages a portfolio of midscale and upscale city and resort hotels across Europe. Founded by a team of highly experienced senior executives with a strong track record of success in some of the world's leading hotel groups, Martinez is built on passion, professionalism, expertise and talent.

Martinez Hotels & Resorts specialises in managing mid-scale and up-market business hotels under licence agreements with globally known brands such as “Hilton Hotels & Resorts” and “Starwood Hotels & Resorts”. The company also develops and manages individual design and deluxe non-branded city and resort hotels, with an emphasis on bespoke, tailor made hotel concepts. Martinez currently manages a diversified portfolio of properties including The “Grand Tirolia” Kitzbühel, Austria; “Quisisana Palace” Karlovy Vary, Czech Republic; “The Morrison” Dublin, Ireland; and “New Peterhof” St. Petersburg, Russia.

Martinez Hotels & Resorts has ambitions to become one of Europe's leading hotel operators with a number of new projects across the region already under development. Please visit the website for further information: www.martinez-hotels.com

About DoubleTree by Hilton

With a fast-growing, global collection of more than 325 upscale hotels in gateway cities, metropolitan areas and vacation destinations across five continents, every little thing we do at DoubleTree by Hilton inspires us to create a rewarding experience for our hotel guests, our team members and the communities we proudly serve. Our hospitality begins with a warm chocolate chip cookie welcome upon arrival and continues with the award-winning Hilton HHonors guest loyalty program, an array of fine services and amenities and our longstanding CARE Culture tradition that empowers more than 65,000 team members to provide the special comforts and acts of kindness that make the traveler feel human again.

To make reservations at any DoubleTree by Hilton hotel, travelers may visit our brand website at www.doubletree.com. Social media users may connect with us at www.facebook.com/doubletree, www.twitter.com/doubletree and www.youtube.com/doubletreehotels. For the latest news, story starters and fact sheets about our brand, reporters and bloggers may visit our DoubleTree by Hilton Global Media Center at www.doubletreebyhiltonglobalmediacenter.com.