



The Morrison Hotel

Opened following a €7M refurbishment

Ireland's first DoubleTree by Hilton Hotel opened its doors in February, bringing one of Europe's fastest growing upscale hotel brands to the Emerald Isle. The Morrison Hotel has benefited from a contemporary renovation of its 138 rooms and suites, which have been redesigned with a brand new concept that is centred on music and sound. This stylistic overhaul has also seen a new bar and restaurant – Bar Quay 14 and The Morrison Grill – incorporated into the hotel, and both were officially opened on the 1st February. Situated in the heart of Dublin and on the banks of the River Liffey, the uber chic Morrison Hotel is a central location for hotel guests and visitors, as well as weddings, conferences and meetings. It is surrounded by some of Dublin's premier shopping and entertainment districts, and is just 40 steps across the Millennium Bridge from the lively quarter of Temple Bar. A wide range of meeting and conference spaces and facilities are also available for corporate hire and weddings, catering from groups as small as eight, up to as many as 240 people. Dublin's internationally renowned lifestyle-boutique hotel has been repositioned as a vibrant hip hotel and eatery, making it a premier destination for local and international visitors in one of Dublin's already established urban areas. The hotel has grown significantly since

first opening in May 1999. In addition, it paved the way for many further concept 'designer' hotels within Ireland, and has been cutting edge since its beginnings, due to themes such as 'East Meets West'. Initially, the hotel comprised of 90 bedrooms and suites, a bar and restaurant, and the basement nightclub Lobo. Just six years later, the hotel was extended to increase its number of bedrooms to 138 rooms, while meeting space was also added. This latest development has improved the hotel even further, and since March 2012, it has been managed by Martinez Hotels & Resorts – a dynamic company led by highly experienced individuals with a strong track record in the hospitality industry. Part of the Martinez Hotel Group, Martinez Hotels & Resorts was established in 2011, and the Company operates and manages a portfolio of midscale and upscale city and resort hotels across Europe. The high quality design from Nikki O'Donnell Architects has paid tribute to the musical past of the hotel. Many singer/songwriters from Ireland are included within the hotel because each room features a lyric from artists such as The Script, Imelda May, Damien Rice, Lisa Hannigan, and many more. Decibel levels are featured on carpets, as well as a feature wall representing a sound wave. In addition to musical features, there are some non-musical aspects of the

design, such as light boxes, lockers and a side table that lights up. Rooms are brightly coloured with either a pink, purple and turquoise theme. The opening of the hotel was lauded by Stephen Mulligan, UK & Ireland Director of Martinez Hotels & Resorts. He 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." Austrian-based consulting company, MRP Hotels, also contributed greatly to the hotel. The Company specialises in hospitality and hotel real estate, and managed this project. Herbert Mascha, Managing Director at MRP Hotels, said: "We set a very tight schedule in terms of both design and construction, utilising a very experienced and skilled team to ensure the work was completed to standards – both internally as well as the respective brand standards." The Main Contractor for the stylistic overhaul of this luxury hotel was Walls Construction. The hotel closed in November 2012 and reopened at the beginning of February 2013, within the schedule set out for construction.