

Guoman Hotels' Charing Cross Set to Invest £2.5M in Buckingham Wing Transformation



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Guoman Hotels' most centrally-located London hotel, Charing Cross, is undergoing a £2.5m transformation to its Buckingham Wing, to be named The Executive Wing.



Complete with its own check-in reception desk and dedicated concierge service, the 85-bedroomed wing will become an exclusive area within the deluxe hotel. In response to feedback from Charing Cross' business and leisure travellers, each room will include black out blinds, large work stations with Wi-Fi, Hypnos beds (a brand recommended by the Queen), rain head showers and tea/coffee facilities, for the optimum guest experience.

The Executive Wing will be chic and intimate with the interior design bringing this vision to life through use of rich dark shades, opulent fabrics and signature statement pieces, designed to reflect the hotel's iconic location at the official centre-point of London, next to the Eleanor Cross.

Guests staying in the new Executive Wing at the [luxury hotel near Charing Cross](#) will also have access to the Guoman Club Lounge, a private area to work or relax within discreet, stylish surroundings.

The project, due to be completed in February 2011, will add to the hotel's further refurbishment which will cost a total of £3m - inclusive of the restaurant, staircase and lounge areas. The refurbishments will enhance the Grade II listed building's Victorian frame to a four-star deluxe standard with chic contemporary design.

Riddian Davies, general manager of Guoman's Charing Cross hotel commented: "We're extremely confident our ambitious plans will secure Charing Cross' position as the preferred choice for business travellers looking to stay at very centre of London. We've been very selective in addressing all aspects of our guest's experience; all the little touches and additional facilities are standard. The refurbishment of the Buckingham Wing, combined with the overall investment, will firmly establish Charing Cross' reputation as the leading 'destination' hotel in the area."

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About Guoman Hotels

Guoman Hotel Management Limited operates two hotel brands within the UK market; Guoman Hotels, an exclusive collection of deluxe, [luxury UK hotels](#) located in central London that includes [hotels near Buckingham Palace](#), and Thistle Hotels, a chain of quality full service hotels in the UK's major cities.

Guoman Hotels in the UK consists of four landmark properties; Charing Cross, The Cumberland, The Royal Horseguards [hotel near Westminster](#) and The Tower. Whilst each hotel in the portfolio is different with its own unique identity and style, each provides the very highest levels of comfort and service to its guests.

In 2010, Guoman Hotels launched internationally, with its [luxury Shanghai hotel](#). A property in Beijing is to follow in 2011. In the UK, The Grosvenor Victoria property will join the collection in the near future.

Guoman Hotel Management Limited is a wholly-owned subsidiary of GuocoLeisure Ltd, part of the Hong Leong Group which has hospitality and leisure businesses across the globe with hotels in Europe, USA, Australasia and Asia.

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