

Hotel Le Parc Joins Marriott International's Renaissance Brand Portfolio in Paris

2007-09-13

Extensive Refurbishment Program is Planned over Next Two Years

The celebrated 116-room Hotel Le Parc-Trocadero Paris has joined the Marriott International, Inc. (NYSE: MAR) lodging portfolio under a management agreement signed recently with Strategic Hotels & Resorts, Inc.

Marriott is currently managing the hotel which remains open during a planned refurbishment program. The hotel will be rebranded the Renaissance Le Parc Trocadero Paris Hotel following the renovation. When rebranded, it will be the third Renaissance-branded hotel in Paris.

Almost a century-old, the Le Parc Hotel was formed by the merging of two main buildings and annexes. The first, at 55/57 Avenue Raymond Poincare, was built in 1912 and immediately became the residence of choice for the elite of Parisien society of the time. The second, the Hotel Particulier at Number 59, former residence of Alfred Nobel, is older, having been rebuilt in 1910 in the Art Nouveau style by architects Charles Letrosne and Camille Garnier, and holds a partial listing in the listings of French historical monuments. Its lush garden at the rear of the hotel is surrounded by buildings that previously housed the bronze and glassware workshops of the famous jeweler Bagues.

Frequented by the cognoscenti, the Le Parc Hotel has long been a closely guarded secret in the heart of Paris. Nearby are the Palais des Congres, the Champs Elysees, the Eiffel Tower and the famed Trocadero.

The refurbishment program will include all guest rooms and suites, meeting rooms and other public areas. New concepts will be introduced in the restaurant and bar and an updated fitness center is planned.

We are delighted by the continued expansion of our Renaissance brand portfolio in Paris and our growing presence in the city,' said Arne Sorenson, Marriott International's chief financial officer and president of European lodging. 'We are equally excited to welcome the once fashionable Le Parc hotel into our lodging system and look forward to working with its owners in restoring it to its former grandeur and style.'

The Renaissance Le Parc Trocadero Paris Hotel has 600 square meters of function space comprised of 12 meeting rooms in varying configurations. It is capable of hosting conferences or private lunches and dinners for up to 400 persons (400 at cocktail receptions, 300 in theater seating and 150 in a classroom setup). Six additional meeting rooms are situated around the garden. Private lunches and dinners can be hosted in the listed part of the hotel in Les Salons Prives du 59 Poincare.

Its famed 1 Michelin star restaurant, Le Relais du Parc, features a menu based on seasonal produce, and serves both inside the restaurant or on the hotel's leafy terrace.

Other services of the hotel will include high speed internet access in conference rooms and guest rooms, Wi-Fi access in meeting rooms, and a business center.

The Marriott International hotel portfolio in Paris includes eight properties including the Le Parc hotel: the Paris Marriott Champs Elysees, the Paris Marriott Rive Gauche Hotel & Conference Center, the Renaissance Paris La Defense, the Renaissance Paris Place Vendome, the Courtyard by Marriott Paris Neuilly, the Courtyard by Marriott Paris Colombes and the Courtyard by Marriott Charles de Gaulle Airport.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article29237.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html