

**NORTHERN IRELAND'S HOTTEST NEW LUXURY HOTEL SET TO OPEN
-THE FITZWILLIAM HOTEL BELFAST-**



4 February 2009: Belfast is set to see the opening of a new luxury hotel in 2009 aiming for five-star status. The **Fitzwilliam Hotel Belfast** will open mid March and will be located on Great Victoria Street in the heart of Belfast city.

The design-focused hotel will be the first of its kind in Northern Ireland's capital, adding a stylish dimension to the city. With a relaxed atmosphere, contemporary and sleek interiors, attention to detail and personal service, the Fitzwilliam Hotel Belfast will be "the place to be seen", attracting high-profile guests and events.

The Fitzwilliam Hotel Belfast will feature 130-guestrooms including superior, executive and king rooms as well as six studio suites and a spectacular two-bedroom penthouse overlooking Belfast city. The unusual layout of the bedrooms means guests will be able to lie in their luxurious beds, which will be positioned facing a window wall, and take in beautiful views of the city and surrounding hills.

The hotel bar is expected to become a popular watering hole with intimate booths divided by retro-style screening, offering a lively, friendly atmosphere and the great "Irish craic" which Belfast is famous for.

As one of Belfast's finest hotels, the Fitzwilliam is gearing up to open a vibrant restaurant with dishes to excite and delight the palate. The décor will reflect the design element of the hotel and include dining booths which will be divided by rotating oak mobiles. These will work as dynamic screens which diners can spin to open up.

In addition, the Fitzwilliam Hotel Belfast will have three conference rooms, an oak-panelled private dining room with a series of dramatic brass chandeliers, state-of-the-art fitness suite for hotel residents, valet parking and a business centre.

Designed by London-based, Christopher Ash from Project Orange, the Fitzwilliam Hotel Belfast will reflect the “baronial modern” style of the renowned Fitzwilliam Hotel Dublin. The themes and look will combine that of a grand, stately baronial mansion house with cutting edge modern décor.

The opening of the Fitzwilliam Hotel Belfast in March ties in with a number of exciting events taking place in the city. For those with an interest in the arts and music, the Belfast Film Festival takes place 26 March - 4 April and the Moving on Music Festival 25 – 29 March. The following month, step back in time at the Titanic Made in Belfast Festival 11 – 19 April which commemorates the city’s most famous creation and celebrates Belfast’s maritime heritage.

For further information on the Fitzwilliam Hotel Belfast please visit www.fitzwilliamhotelbelfast.com

For press information contact:
Ruma Davda / Dawn Watt
Profile Plus
Email: rd@profileplus.co.uk / dw@profileplus.co.uk
Telephone: 0131 554 6111

Note to editors:

The Fitzwilliam Hotel, Belfast is owned by Belfast businesswoman June Burgess of Graffan Property.

The hotel is a member of the Hotel Partners, Ireland’s leading specialist hotel management company dedicated to delivering high-performance management solutions to the hospitality industry. Hotel Partners owns and operates some of Ireland’s most successful properties and offers a full portfolio of management services including sales, marketing, human resources, financial and operational support. Hotels within Hotel Partners network include The Fitzwilliam Hotel Dublin, Park Plaza Belfast, Park Plaza Tyrrelstown and Trim Castle Hotel.

Project Orange, co-founded by Christopher Ash and James Soane is an award-winning architecture and interior design practice. Based in London, the company currently has projects in the UK, Ireland, Switzerland, India and Russia, including a variety of hotel and restaurant interior projects.