

# Hotel's new chapter after redevelopment

**BW** by business editor  
**Bev Hawes**

THE opening of Cheltenham's newest hotel was celebrated in style on Friday night with the launch party of The Montpellier Chapter.

Some 300 guests descended on the Bayshill Road hotel which has undergone a multi-million pound transformation from its previous life as The Kandinsky. The Montpellier Chapter has 61 rooms including a "wow factor" Penthouse, a sunken atrium at the heart of the property plus a new underground car park. It is owned by **Swire Hotels**.

The group's managing director Brian Williams said: "In creating The Montpellier Chapter, we have been fortunate to work with a truly great team who share our passion for Cheltenham, the rich history of the area and our belief that quality and value are not mutually exclusive.

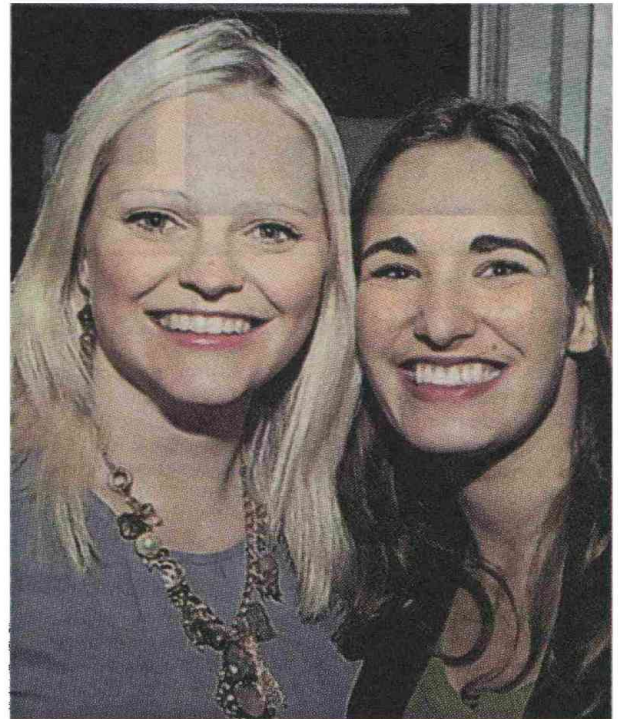
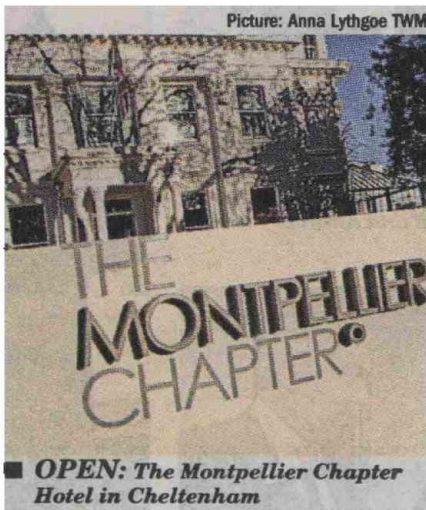
"It has been uplifting and at the same time humbling to see cutting-edge architects like Ken Shuttleworth and culinary geniuses like chef consultant Simon Hopkinson working alongside leading curators and local craftsmen towards a common goal.

"We truly hope that our guests feel the energy and genuine enthusiasm that has gone into the creation of what we believe to be a unique hotel."

Swire Hotels already operates two other successful brands in the Far East with The Opposite House in Beijing and The Upper House and East in Hong Kong.

Friday night's opening event paid tribute to Chapter Hotels' Asian connections with a traditional Lion Dance.

General manager James Partridge joined Brian Williams to dot the eyes on the lion, a traditional ceremony called the Hoi Gong.



**ALL SMILES:** Annabel Rayer from Silver Ball PR and Alice Brown from Factor 3



■ **CHEERS:** Rob Little and Michelle Day, Swire Hotels



■ **GUESTS:** Pip Rankin and Lucinda Sowerbutts

Pictures: Ben Roberts, Blooming Photography



■ **CELEBRATION:** Paul Scott and Phil Twiss from MAKE architects, marketing manager Anne Allin, general manager James Partridge, and Paul Beeston, Partner RLB