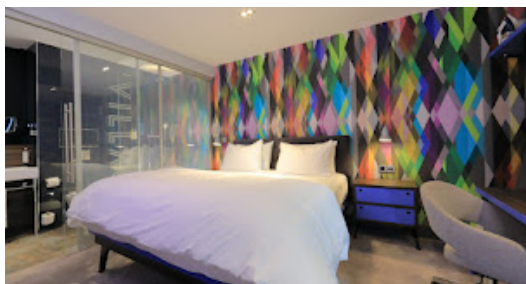


Village Hotel Club set to grow to 33 sites, with the brand's latest development planned in Bracknell, UK in Dec 2021.



Images: High resolution images available to download [here](#)

01 Sept 2021: Village Hotel Club will open the brand's latest development, a multi-million pound conversion of the former Hilton Bracknell, at its 33rd site in the UK, this December. The opening of the 210-bedroom hotel is an important milestone for the dynamic brand, as they look to harness new development opportunities across the UK.

Village will bring the full Village Hotel Club experience to Bracknell, with state of the art facilities where guests can workout, stay, meet and play - all under one roof. This unique proposition, coupled with their position in largely out-of-town locations, with ample parking and digital platforms allowing a contact-free guest experience, has proved to be very appealing in a post covid World.

Like the wider Village Hotel portfolio, the new hotel in Bracknell, just 30 miles from London, will feature VWorks co-working space, ideally positioned to capitalise on the recent growth in remote working; a Village Health and Wellness Club, with capacity for circa 3000 members, comprising an extensive gym with cutting edge equipment and pool, all-day dining at the Village Pub & Grill and Starbucks.

As well as an incredible range of guest services, Village has invested heavily in their digital platforms too, giving guests

unexpected benefits such as online check in and keyless entry to bedrooms through the Village Hotels app. The roll out of nifty in-room gadgets like the Google Nest Hub is also well underway, bringing a new level of service to guests and facilitating an online guest experience for those who want it.

Gary Davis, Chief Executive Officer of Village Hotel Club says “It has been a hugely challenging period for the leisure and hospitality sector. Despite this, we believe our proposition of ‘Everything Under One Roof’ is more relevant than ever. Our incredible range of facilities, coupled with our out of town locations and intuitive digital platforms, giving a better guest experience has set us up for success in a post covid World.’

Adding to the recent string of successful openings in Bristol, Basingstoke and Southampton, this exciting opening will help the brand further reach their ambitious growth plans. With more openings planned at Milton Keynes and other locations in the UK.

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