



CASE STUDY: IBIS STYLES HOTEL, READING March 2016

THE BRIEF.

Zeal Projects was appointed as Interior Designer & Monitoring Surveyor for this hotel brand conversion from a Travelodge to a 97 bedroom Ibis Styles hotel.

The hotel is located 1.5 miles from Reading town centre & within close proximity to the M4 motorway and Reading train station. The hotel has double, twin & family rooms, offers free Wi Fi throughout & a complimentary continental breakfast to business & leisure guests alike.

The owners of the hotel, Canada Life Investments & Habro Bank appointed Zeal Projects to re design the interior & monitor this brand conversion, which was successfully achieved within the set budget of £675,000. Warwickshire Construction was appointed to undertake the on-site works required and Interstate Europe Hotels & Resorts is appointed to manage the hotel.

Ibis Styles is a non-standardised economy and design brand aimed at all those who are looking for "the best of the best", Ibis Styles offers an all-inclusive package, with room rates including breakfast and Internet access. Each Ibis Styles has its own distinct local personality and reflects a colourful, bright and energetic brand spirit with a hint of humor.

CLIENT.

Canada Life Investments & Habro Bank

TEAM.

Monitoring Surveyor
Interior Designer
Contractor
Manager
Brand

Zeal Projects
Zeal Projects
Warwickshire Construction
Interstate Hotels & Resorts
Ibis Styles/Accor

