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Hilton to open new Garden Inn in Stoke-on-Trent, England

by [Newsroom](#) |
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Photo (c) 2017 Hilton Garden Inn

Hilton has announced plans to open a 140-guestroom Hilton Garden Inn in Stoke-on-Trent, England. The Hilton Garden Inn Stoke-on-Trent will be part of the Smithfield development in Hanley, following a franchise agreement between Hilton and Smithfield developer and hotel owner Genr8. The property will join more than 100 Hilton Garden Inn properties open or under development across Europe.

The plans were revealed today and are being hailed as a major coup for the city. The new hotel will deliver an economic boost to the area, creating more than 50 jobs, and introducing high-quality meeting and conference facilities. Hilton Garden Inn Stoke-on-Trent will bring quality hotel accommodation to the rising number of visitors and further support the City of Culture 2021 bid.

"Having a brand like Hilton Garden Inn committing to coming here shows the confidence there is in the city center from the private sector and will undoubtedly lead to further

interest and investment from other businesses and organizations," Dave Conway, city council leader, said in a statement. "Stoke-on-Trent is a city on the up right now and this is further evidence that our drive to attract new business and jobs is gaining fantastic results."

The new hotel will be delivered and owned by Smithfield Stoke-on-Trent developer, Genr8, working alongside the city council. Genr8 is expected to submit a planning application in the near future so that the construction can begin later in 2017, subject to approval. The hotel is expected to open in 2019. Genr8 has appointed UK-based hotel management company Redefine BDL Hotels to operate the hotel on its behalf.

Cabinet members at the city council previously agreed to provide £4.55 million investment for the project. Stoke-on-Trent and Staffordshire Local Enterprise Partnership is also set to provide a £2.95 million grant for the hotel development, showing leadership and intent by the city council and the LEP to drive the economy and accelerate growth in the city.