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## Hampton by Hilton Blackpool set to open in 2018

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### **Hilton has announced the signing of a franchise agreement with Create Developments (Blackpool) to open a 130-bedroom Hampton by Hilton in Blackpool.**

The hotel will be located near to Blackpool Pleasure Beach amusement park. It joins 18 Hampton by Hilton hotels currently trading across the UK, with a further 16 properties under development.

Blackpool Council has invested £2.5m in its 'Destination Blackpool' marketing plans 2015-2017 to change perceptions of the town, and £200m has been pumped into upgrading the town's promenade and reinvigorate its tram system.

Patrick Fitzgibbon, senior vice-president, development, EMEA, Hilton, said it is an ideal time to introduce one of Hilton's "fastest-growing" brands in the UK to "one of Britain's best known destinations".

Paul Mathison, managing director, Create Developments (Blackpool), said: "As Blackpool regenerates and flourishes, we are confident this hotel will be at the forefront of that transformation and help attract more visitors to this colourful seaside town."

Cllr Mark Smith, Blackpool Council's cabinet member for regeneration, enterprise and economic development, added: "We're delighted to welcome Hampton by Hilton to Blackpool, which will offer a new quality accommodation option for the millions of families who visit the resort every year. Our recent regeneration has made Blackpool an exciting place for people to visit and for companies to invest and start new businesses in, boosting our local economy and helping to create and support more jobs across the town."