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HAMPTON BY HILTON HOTEL COMING TO BLACKPOOL

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One of the world's largest hotel groups has signed a franchise agreement to open the 130-room Hampton by Hilton Blackpool.

Hilton, which is listed on the New York Stock Exchange, has finalised the deal with Create Developments (Blackpool).

Hampton by Hilton Blackpool (pictured) is scheduled to open at the corner of Wimbourne Place and New Southern Promenade in 2018.

Phil Cordell, global head of focused service and Hampton by Hilton brand management, said: "Hampton by Hilton is well-established in the UK and we are thrilled to add Blackpool to our portfolio of destinations. We look forward to bringing the brand's friendly customer service to Blackpool, offering high-quality accommodation and amenities and helping take Blackpool's tourism legacy into its next chapter."

Paul Mathison, managing director of Create Developments (Blackpool), added: "We are very excited to partner with Hilton and bring the Hampton by Hilton brand to Blackpool. 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."