

## **INTRODUCING IRELAND'S NEWEST HOTEL BRAND 'THE ADDRESS COLLECTIVE'**

### ***Following €16m investment 'The Address Collective' sets a new standard in 4-star luxury***

Following an investment of over €16 million, Brian and Ciara McGettigan, of the Irish family owned McGettigan Hotel Group, today announced the launch of 'The Address Collective', a defining new standard in four-star luxury hotel accommodation.

'The Address Collective' brings together three well-established hotels, The North Star Hotel and The Address @ Dublin1, The Kingswood Hotel in Citywest, and the Ambassador Hotel in Cork – under one new brand as The Address Connolly, The Address Citywest and The Address Cork. 300 full and part-time staff are currently employed across the three hotels in Dublin and Cork.

The Address Collective is owned and managed by husband and wife team Brian and Ciara McGettigan and forms part of the wider McGettigan Hotel Group which now operates nine hotels across Ireland and the Middle East.

Over the past two years, each of the three properties has undergone significant investment to create a new standard in Irish hospitality, defined by the brand as 'The Address Collective Standard'. This represents a unique and personal guest experience in a truly eclectic and luxury environment.

The formula of 'The Address Collection' is simple, it is about luxury, contemporary Irish design and attention to detail at every touch point. Each property has an exclusive signature Club Lounge with VIP access for guests as well as the multi-award winning McGettigans Cookhouse and Bar serving delicious local and international cuisine. The Cookhouse, famed for its bespoke cocktails and craft beers delivers an informal, diverse and relaxed dining environment. Locally sourced artisan suppliers ensure a truly memorable experience as guests are free to taste and savor the latest Irish food innovations. This commitment runs through The Address Collective and can be experienced through our bespoke Irish furniture and accessories, Irish artists Installations and in room chocolates.

Each hotel also offers a variety of private meeting and dining spaces that truly offer something different to the Irish market. The event spaces in The Address Citywest are located in 'The Lodge' an original Georgian house that was once home to renowned tenor Josef Locke. The meeting rooms are tastefully curated from the original Georgian rooms and while boasting all the modern features you need for today's events, they are designed in sympathy with the style and heritage of the building.

A further expansion at the 'The Address Connolly', due for completion towards the end of the year, will see the new brand providing 477 finely appointed guestrooms across the three hotels. Each of these luxurious bedrooms and suites boast the highest level of detail and Irish design with exceptional finishes throughout.

Speaking about the announcement, Ciara McGettigan, said, "Our vision is simple, we wanted to create a brand that represents and delivers a unique luxury hotel experience, filled with special and memorable touches. This is very much represented by a new level of service which we refer as 'The Address Collective' Standard. Furthermore, the brand is developed in a way that allows each property to continue to celebrate and retain its unique identity and personality".

Commenting further Brian McGettigan added "The current crisis has changed not only the trading landscape of the hospitality industry, it has changed the entire world. Similar to many other businesses, we have had to adapt quickly to create a safe trading environment for our customers and

staff. All properties have successfully completed the Fáilte Ireland Covid-19 Safety Charter. The safety of our guests and staff is at the fore and is a key priority for The Address Collective”.

“There is no doubt that Covid-19 represents a major challenge to the hospitality industry, but this new brand has been developed with a long-term vision and expansion is a core part of our strategic approach. This new brand identity will form the blueprint as the business acquires additional properties in the future”, concluded McGettigan.

Guests looking for an ‘Address’ like no other for business or leisure, simply need to look no further than ‘The Address Collective’ with room offers from just €119 pps including our signature full Irish breakfast, there really is no better time to experience and new standard in luxury.

For further information or details of the latest great value packages visit [www.theaddresscollective.com](http://www.theaddresscollective.com)

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