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PRESS RELEASE

July 2021

CELEBRATING TWO-DECADES OF FIVE-STAR EXCELLENCE

A five-star hotel refresh, a premium celebratory gin and a luxury treasure hunt are some of the events planned to celebrate The Lowry Hotel’s 20th anniversary

A Manchester icon, the 5-star Lowry Hotel is marking its 20th anniversary celebrations with a £5M bedroom refurb and the opportunity for one person to win an overnight stay in the hotel’s £4,500 per night Presidential Suite.

Adored by celebrities past and present, The Lowry Hotel has hosted some of the world’s biggest stars and glitterati from, David Beckham to Britney Spears and has remained the city’s favourite hotel for just over two decades.

Despite a year of lockdown, The Lowry Hotel’s already sleek bedrooms are undergoing a £5m five-star investment, due to be complete in August 2021. Meaning that in addition to the recently refurbished public spaces including the stylish River Restaurant and Lowry Lounge & Bar, its suites and show-stopping Presidential Suite, the hotel has undergone a complete transformation.

Keen to spread the love and celebrations with guests and local visitors, The Lowry Hotel is planning a calendar of events including a treasure hunt around the city with luxury prizes to be won. Plus a celebratory Lowry Hotel Gin has been created and distilled with local gin supplier Brindle distillery – the perfect addition to any five-star drinks trolley at home.

The treasure hunt will take place from 30 August – 7 September where vouchers for luxury prizes will be hidden around the city, including spa treatments, cocktails, three-course meals with fizz and overnight stays. Eagle-eyed fans are being urged to keep an eye on The Lowry Hotel’s Instagram page as clues to the prize locations will be revealed – think famous Manchester landmarks.

One lucky winner will even scoop up a one-night stay in the hotel’s presidential suite – the largest and most prestigious accommodation the city has to offer and which has also played host to prime ministers and Royalty and is the only Presidential Suite in a Manchester hotel where a president has actually stayed.

To celebrate the double decade and 20 years of unparalleled service excellence, the team at The Lowry Hotel has filled a time capsule with memories old and new and concealed them within a wall of the hotel – to be opened in 2041 by the hotel’s team of the future.

Adrian Ellis, General Manager at The Lowry Hotel said: “In true Lowry style, we cannot wait to launch our celebratory 20th Anniversary calendar of events and get people excited and visiting The Lowry Hotel and the city again.

“We all feel very optimistic and excited at the prospect of a prosperous 2021 and beyond with a busy hotel and restaurant, filled with guests, enjoying themselves.”

Guests old and new will all be able to get involved in activities in honour of the hotel’s 20th year in the city – keep an eye out on The Lowry Hotel’s social media channels to find out how you can get involved.

ENDS