



SPACE: HOLIDAY INN - WALSALL

CLIENT: Kew Green Hotels

LOCATION: Walsall, Birmingham

SERVICES: Interiors

“A large hotel successfully transformed to achieve the holiday inn guest experience throughout”

This 156-bed hotel located adjacent to J10 of the M6 had experienced trading difficulties following the introduction of competing brands in the immediate area and had ultimately become the subject of a repossession order.

JWA were engaged by our long-standing client, Kew Green Hotels, in a joint venture with Canada Life, as the designers for the refurbishment of the hotel with a view to transforming it to a desirable and successful venue.

Although the hotel is sited in close proximity of the motorway, the acoustic boundary treatment and mature soft landscaped backdrop offer an unexpected degree of peace and privacy.

The scope for the refurbishment included 156 bedrooms, bedroom corridors, reception, lounge, bar, restaurant, health club, swimming pool, and meeting rooms including two large conference rooms that could be divisible into eight.

Following the refurbishment, the hotel has flourished as a wedding venue and has also become the accommodation choice for Aston Villa FC for away games in the area.



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