

Ref: AMS 1106

## AMS completes Holiday Inn Express Cambridge

Cambridge has another successful branded hotel – The new build Holiday Inn Express at Whittlesford opened for business at the end of last year with 74 bedrooms manufactured and installed by AMS Group.

The hotel, which is sited at the railway station next to the existing Red Lion public house offers good quality accommodation at budget rates is now one of hundreds of new hotels under the IGH brand.

The bedroom furniture has been redesigned by AMS and ICA Architects of Glasgow, working closely with the Procurement team at IHG Head Office.

The main aim was to ensure that the new generation concept sat well in the market place against its competitors, such as Premier Inn, Hampton by Hilton and Travelodge. The overall room concept provides all you need from a budget hotel brand, with large beds, contemporary styled headboard with canter-levered nightstands, for ease of housekeeping, large working desk with an optional drawer, open panel robe with ceiling soffit and long dress mirror with integral hairdryer. All furniture finishes are in a Tobacco Walnut.





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