

Hugh James acts on global hotel partnership deal between Hilton and Small Luxury Hotels of the World

Law firm Hugh James has acted on an exclusive partnership agreement between one of the world's biggest hotel groups, Hilton, and Small Luxury Hotels of the World (SLH)

The deal will see Hilton position available rooms in 540-plus independent boutique hotels globally affiliated to SLH to its guests and more than 180 million members of Hilton Honors. The partnership will see a significant increase in bookings at SLH hotels located in more than 90 countries. The Grove of Narberth in West Wales is a SLH member.

The partnership deal, the value of which has not been disclosed, will also see participating SLH hotels being bookable on all Hilton channels.

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Partner with Cardiff headquartered Hugh James, Mark Loosemore, acted for SLH on the agreement with Hilton. Mr Loosemore, who was supported by Hugh James solicitor, Rebecca McCarthy, has represented SLH for more than five years.

He said: "The exclusive partnership between Hilton and Small Luxury Hotels of the World is an exciting move for SLH. As a key client, I've watched them go from strength to strength over the past five years. The new Hilton partnership is a huge coup for SLH's independently-owned member hotels. I am thrilled to have played a role in securing what looks to be a

fantastic opportunity.”

SHL is chaired by Shaun Leleu, who hails from Swansea. He said of the partnership with the New York listed global hotel operator: “Hilton customers will gain access to our unrivalled collection of boutique hotels, while our properties enjoy amplified reach to a loyal and discerning audience. It’s a game changer for independently owned hotels on a global scale.”

On the role played by Hugh James on the agreement he said: “This is the second pioneering deal that SLH has done with major US hotel listed groups. Apart from the legal advice necessary to close this deal, Mark and his team’s understanding of our business and the complex mechanics of such a transaction were critical to success.”

President of global brands and commercial services for Hilton, Chris Silcock, said: “Hilton guests are among the most sophisticated travellers in the world, and we are always looking for amazing new experiences to share with them.

“This relationship with Small Luxury Hotels of the World will grant Hilton customers and Hilton Honors members access to a community of high-end boutique hotels in exciting new luxury travel destinations, giving them more ways to dream, book, and earn and redeem points with Hilton.”

Mr Loosemore became an equity partner in the firm last year after Hugh James acquired Cardiff-based Loosemores Solicitors where he was managing partner.

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