



George Westwell, CEO of Cheval Collection, is to retire after 17 years at the helm of the leading serviced apartment collection

After 50 years in the hospitality industry, George Westwell is retiring

(5 March 2021) George Westwell, CEO of Cheval Collection, will step down and retire from Cheval on 5 March 2021. Westwell joined the Cheval group in March 2004, leading Cheval's evolving strategy and playing an integral role in the brand's successes over the years.

Since joining the brand, Westwell has been a driving force, overseeing the launch of flagship Residence Cheval Three Quays in 2014, and the transition from a long-stay accommodation model to a dynamically priced offering in competition with the luxury five-star hotel market. The brand went through a reinvention in 2018, transforming itself from Cheval Residences to Cheval Collection, and began an ambitious plan for growth, both in the UK and internationally. In 2020, Cheval announced a further expansion of the brand in Edinburgh, with three additional Residences, and in Frankfurt, Germany, where the first Cheval Maison product is currently in development.

Through his time at Cheval, Westwell has been awarded for his dedication and commitment to the serviced apartment industry. He was winner of the inaugural 'Industry Inspiration' award 2016 from Serviced Apartment News and was also the inaugural 'Most Outstanding Person' 2016 from the Association of Serviced Apartments Providers. Westwell also had the opportunity to be very hands on with the design and development of Cheval Three Quays. To this day, the property remains at number 1 on TripAdvisor speciality hostel lodgings - a position it achieved and retained since it opened in March 2014.

Mohammed S Almarzooqi, Managing Director of Cheval Collection Ltd, said: 'It has been a pleasure to work with George, and on behalf of the board and our colleagues I want to thank him for his successful leadership of Cheval Collection. George has been an exceptional CEO and a driving force for Cheval Collection becoming the leading organisation that it is today. George has executed our leading strategy with a strong focus on evolving our brands, guest experience and loyalty proposition, as well as being a day-to-day inspiration, and breath of fresh air to all his colleagues. Although we are sorry to see him go, we respect and understand his decision to retire and know our paths will continue to cross.'

George Westwell, CEO of Cheval Collection, said: 'It has been an absolute privilege working for Cheval for 17 years. Working for such a dynamic, forward-thinking brand, alongside the most outstanding calibre of colleagues is honouring. I am proud of the success of the brand and it has gone from strength to strength. From launching new properties in London to expanding further through the UK with our Edinburgh properties, to exciting upcoming growth in Europe and the Middle East, Cheval's ability to adapt and grow will never cease to amaze me. During 2020, we saw a 27% increase in our property inventory - we announced the expansion of

the Cheval brand in Scotland with three new properties: Cheval The Edinburgh Grand, Cheval Old Town Chambers and Cheval Abbey Strand Apartments at Holyrood. This year, Cheval Old Town Chambers will see an additional 25 apartments join the 50 we already operate, and we are also opening a boutique collection of apartments in London - Cheval Lexham Gardens. Being an integral part of this expansion has been the perfect end to the most fulfilling career. I'm very sad to say goodbye but I know that I will watch Cheval continue to lead the way in serviced apartments with the expansion, loyal customer base, strategic vision and most importantly, world-class team that I am so grateful to call my colleagues and friends.'

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About Cheval Collection

Cheval Collection is an award-winning hospitality company specialising in high quality serviced apartments worldwide. The collection includes the Cheval Residences and Cheval Maison brands, as well as Cheval Partnership Sales, a one-stop service helping Cheval's clients book serviced apartments in cities around the world. Cheval Collection has extensive expertise and resource available to take on new projects, from inception to opening alongside support functions across the business, from technical services, operations and facilities management, to revenue and reservations, human resources and sales and marketing.

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