



Cheval Collection appoints sector expert as CCO

28.5.25 - Cheval Collection has appointed Nick Pilbeam as Chief Commercial Officer to its growing team as it continues to expand globally.

The company, whose inventory is nearing the 1,000 unit mark, is in discussions over a number of dynamic locations, pursuing growth through management contracts.



Pilbeam has more than 20 years' experience in international travel, loyalty, tourism and hotel sectors, joining Cheval Collection from Queensway, where he was Commercial Director of the hotel group. He has also held positions at Avios and British Airways.

Mohammed Alawadhi, managing director, Cheval Collection said: "We are privileged to be working with someone of Nick's calibre as we move into our next phase of expansion."



Nick's knowledge of both operations and the investor viewpoint gives him a thorough understanding of our sector.

"Nick's experience in loyalty will also prove invaluable as we introduce our Cheval Discovery loyalty programme, part of the Global Hotel Alliance, across our properties this year. The programme will be an important tool to help us recognise our guests, as well as bolstering our marketing reach."

Pilbeam said: "This is an exciting time to join Cheval Collection and I look forward to working with the team as we drive the business forward."

"Serviced apartments have moved into the mainstream for guests and investors, who are attracted to their flexibility and operational efficiency. Cheval Collection's 40 plus years as an owner and operator means that it has become a brand they can trust."

The group is continuing to sign deals across EMEA. The opening of the Cheval Maison – Expo City Dubai in March took Cheval Collection to over 950 units, after adding more than 300 since opening its Lexham Gardens by Cheval Maison property in London in 2021. The group is due to make its debut in Saudi Arabia in 2027, with Cheval Ladun Living, located in Riyadh. Future projects also include Cheval Maison – West Regent Glasgow, set to open Q1 2027.

ENDS

About Cheval Collection:

Cheval Collection is an award-winning luxury hospitality company specialising in high quality serviced apartments worldwide. The collection includes the Cheval Residences, Cheval Maison and MY Locanda brands. 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.

- [Instagram.com/chevalcollection](https://www.instagram.com/chevalcollection)
- [tiktok.com/@chevalcollection](https://www.tiktok.com/@chevalcollection)
- <https://www.linkedin.com/company/cheval-collection>