



Dalata Hotel Group Announces Seventh Hotel in London

4-Star Maldron Hotel Adjacent to £1.3bn Olympia London Redevelopment

New hotel to increase Dalata's London portfolio to more than 1,400 rooms across seven hotels

12th March 2026 – Dalata Hotel Group Ltd, the largest hotel operator in Ireland with a growing presence across the United Kingdom and Continental Europe, has agreed a lease for a new four-star Maldron hotel on Hammersmith Road in Kensington, adjacent to the recently redeveloped £1.3bn Olympia London exhibition centre.

The Maldron Kensington will be Dalata's seventh hotel in London and marks a further step in the Group's expansion in one of Europe's most important hospitality markets. The development represents an important milestone in Scandic Hotels Group's growth journey, following Scandic's assumption of operational responsibility for Dalata's hotel portfolio after the acquisition by Pandox and Eiendomsspar.

The full-service four-star Maldron hotel is scheduled to open in 2029, subject to planning approval. The development will comprise approximately 370 guestrooms, alongside a restaurant, bar, dry gym and extensive business centre.

The project will be delivered in partnership with Dalata's long-standing development partner McAleer & Rushe Property and will involve the conversion and extension of a vacant office building. Designed as an all-electric building, the hotel will incorporate state-of-the-art heat pump technology and target a BREEAM "Excellent" accreditation, reflecting Dalata's commitment to sustainable development.

Located within a five-minute walk of Olympia London, the hotel will sit at the heart of a major new business, cultural and entertainment destination. The £1.3bn redevelopment of Olympia London includes 550,000 sq ft of premium office space, more than 20 food and beverage outlets, exhibition capacity for 26,000 visitors, a 1,575-seat theatre and a 3,800-capacity state-of-the-art entertainment venue. The district is expected to attract over 12 million visitors annually.

The hotel will also benefit from excellent transport connectivity, with multiple Underground stations within walking distance providing access to the Piccadilly, District, Circle, Hammersmith & City and London Overground lines.

Dermot Crowley, CEO of Dalata Hotel Group, said:

"This is an exciting milestone for Dalata, as we announce our seventh hotel in London and enter a new phase of growth with Scandic Hotels. London is a key strategic market for Dalata and this prime location, adjacent to the newly redeveloped Olympia London, positions us strongly to capture both corporate and leisure demand."

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Dalata Hotel Group Ltd. Registered in Ireland No 534888

Directors:
Anneli Lindblom, Joakim Andersson, Noreen Grogan, Anna Alves

Company Secretary: Sean McKeon



Jens Mathiesen, CEO of Scandic Hotels Group, added:

“London is one of Europe’s most dynamic hotel markets, and this new Maldron hotel represents another important step as we expand our hotel brands in the UK.

As we integrate the hotel brands into the Scandic multi-brand portfolio and operating platform, developments like this demonstrate the strength of our business to grow in key gateway cities across Europe.”

Dalata is also preparing to open three previously announced hotels before the end of this year: Maldron Hotel Croke Park, Clayton Hotel Berlin and Clayton Hotel Edinburgh.

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About Dalata Hotel Group

Dalata Hotel Group was established in 2007 and has since grown to become Ireland’s largest hotel operator, with an ambitious strategy to expand its portfolio in prime locations across major cities in Ireland, the UK and Continental Europe. The Group’s portfolio comprises 56 primarily four-star hotels operating under its two core brands, Clayton Hotels and Maldron Hotels.

In 2025, Dalata was acquired by Pandox and Eiendomsspar, strengthening the Group’s long-term investment strategy and supporting continued growth across its key markets. On 7 November 2025, following the acquisition of Dalata by Pandox and Eiendomsspar, Scandic assumed operational responsibility for Dalata’s hotel portfolio.

At the same time, a carve-out process began to separate Dalata’s real estate business from its hotel operations. This process is expected to be completed in the second half of 2026. Until then, Scandic will operate the hotels under a management agreement.

For further information visit: www.dalatahotelgroup.com

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