# Arora Group’s acquisition of Novotel London West signals new wave of London-centric hospitality expansion



London’s hospitality and property landscape is witnessing significant shifts as the Arora Group, a long-established entity in UK property development and hotel management, bolsters its footprint in the city with the strategic acquisition of Novotel London West in Hammersmith. This substantial move marks the group’s growing presence in central London and highlights an ambitious vision to capitalize on the city’s robust status as a global hub for business tourism and international events.

The newly acquired Novotel London West, a 630-room hotel, boasts one of the UK’s largest conference facilities, with the capacity to host up to 3,000 delegates across 33 adaptable meeting spaces. This capability aligns squarely with Arora Group’s strategy of securing prime properties capable of servicing the increasing demand for large-scale conferences and corporate events. Their previous acquisition of the InterContinental London – The O2 nearly a decade ago marked a similar strategic commitment to expanding their conference and events portfolio in London, underscoring a consistent focus on key business districts. The collaboration with Deva Capital, a Banco Santander investment arm, for this purchase reflects a growing trend of hotel operators partnering with investment firms to secure premium real estate assets in competitive markets such as London.

Founded in 1999, the Arora Group has evolved into a major player with a diversified portfolio of over 20 UK properties, ranging from airport-focused business hotels like Sofitel London Heathrow and Holiday Inn Heathrow Terminal 5, to luxury destinations such as Fairmont Windsor Park. The group's profile also includes ambitious redevelopment projects, exemplified by the ongoing transformation of Luton Hoo Hotel, Golf & Spa into an upscale Fairmont-managed resort. This blend of business and leisure properties allows the group to address a wide spectrum of guest needs, from corporate travellers to leisure visitors seeking luxury experiences.

Beyond the hospitality sector, Arora Group’s acquisitions reflect a wider diversification strategy within real estate. For instance, their 2021 purchase of the C&L Country Club in Northolt, encompassing over 30 acres of land, offers potential in leisure and logistics markets—areas identified for growth and diversification by the group’s Strategy Director, Sanjay Arora. Similarly, their acquisition of the Peacocks Centre retail property in Woking in 2023 shows intent to broaden their asset base across different property classes, with a focus on revitalising and optimising value in retail environments.

The acquisition of Novotel London West is significant not only for Arora Group but for London’s hospitality scene as a whole. It reinforces the city’s reputation as a premier destination for business tourism, underpinning demand for flexible, multifunctional event spaces that accommodate a spectrum of event types, from large conferences to smaller workshops. This flexibility is increasingly essential as market needs evolve, with organisers seeking venues equipped to handle hybrid events and bespoke corporate gatherings.

This development also signals wider industry trends emphasizing adaptability and the integration of luxury and business functionalities in hospitality offerings. In an environment where travellers demand customised experiences—whether for high-profile corporate events or discerning leisure stays—Arora Group is positioning itself to meet these shifting expectations. The capability to host significant conferences enhances London’s standing as a global meeting place and supports the city’s economic vibrancy through business tourism.

Looking ahead, the Arora Group’s growing portfolio and strategic real estate acquisitions suggest it will play a formative role in shaping London’s hospitality and property sectors. Their dual focus on securing landmark properties in core locations and delivering versatile event spaces is a clear response to evolving traveller demands and the broader commercial real estate landscape. As London continues to attract major international gatherings, the group’s investments will likely influence the city’s competitive positioning and standards within the hospitality market.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.travelandtourworld.com/news/article/novotel-london-west-joins-arora-group-the-impact-on-city-centre-hospitality-and-the-future-of-business-tourism-in-london/), [[4]](https://www.thearoragroup.com/news/arora-group-completes-acquisition-of-the-c-l-country-club-northolt)
* Paragraph 2 – [[1]](https://www.travelandtourworld.com/news/article/novotel-london-west-joins-arora-group-the-impact-on-city-centre-hospitality-and-the-future-of-business-tourism-in-london/), [[4]](https://www.thearoragroup.com/news/arora-group-completes-acquisition-of-the-c-l-country-club-northolt), [[6]](https://www.thearoragroup.com/news/arora-group-completes-acquisition-of-the-c-l-country-club-northolt)
* Paragraph 3 – [[1]](https://www.travelandtourworld.com/news/article/novotel-london-west-joins-arora-group-the-impact-on-city-centre-hospitality-and-the-future-of-business-tourism-in-london/), [[5]](https://www.thearoragroup.com/news/arora-group-completes-purchase), [[7]](https://www.thearoragroup.com/news/arora-group-completes-purchase)
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* Paragraph 5 – [[1]](https://www.travelandtourworld.com/news/article/novotel-london-west-joins-arora-group-the-impact-on-city-centre-hospitality-and-the-future-of-business-tourism-in-london/), [[4]](https://www.thearoragroup.com/news/arora-group-completes-acquisition-of-the-c-l-country-club-northolt)
* Paragraph 6 – [[1]](https://www.travelandtourworld.com/news/article/novotel-london-west-joins-arora-group-the-impact-on-city-centre-hospitality-and-the-future-of-business-tourism-in-london/)

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## Bibliography

1. <https://www.travelandtourworld.com/news/article/novotel-london-west-joins-arora-group-the-impact-on-city-centre-hospitality-and-the-future-of-business-tourism-in-london/> - Please view link - unable to able to access data
2. <https://www.thearoragroup.com/news/arora-group-completes-acquisition-of-the-c-l-country-club-northolt> - In March 2021, the Arora Group announced the acquisition of the C&L Country Club in Northolt, London. This strategic purchase added over 30 acres of prime land to the group's portfolio, positioning them to tap into the growing demand for leisure and logistics markets. The acquisition aligns with Arora Group's strategy to diversify and expand its property holdings in key locations. Sanjay Arora, Strategy Director for the Arora Group, highlighted the property's strategic location and potential for various commercial uses, including logistics. ([thearoragroup.com](https://www.thearoragroup.com/news/arora-group-completes-acquisition-of-the-c-l-country-club-northolt?utm_source=openai))
3. <https://www.thearoragroup.com/news/arora-group-completes-purchase> - In February 2023, the Arora Group completed the purchase of the Peacocks Centre in Woking, marking its second acquisition in the retail sector. This move aligns with the group's vision to diversify its portfolio across various real estate asset classes. Sanjay Arora, Chief Operating Officer & Head of Property for the Arora Group, expressed confidence in the property's potential and the group's commitment to revitalising the centre. ([rli.uk.com](https://www.rli.uk.com/arora-group-completes-purchase/?utm_source=openai))
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