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BRIGHTON, "THE QUEEN OF ENGLISH WATERING RESORTS"
The Hotel Metropole and Clarence Rooms, facing the Promenade and the Sea

BOVER —The Lord Warden Hotel	EASTBOURNE —The Barrington Hotel
BROADSTAIRS —The Grand Hotel	DIEPPE —The Hotel Royal
CANNES —The Hotel Metropole	MONT CARLO —The Hotel Metropole
MARGATE —Cliftonville Hotel	KYDE, I. of W. —Royal Pier Hotel
FOLKESTONE —The Hotel Metropole	

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Where our booklet "At Home and Abroad" and literature on the various hotels may be secured. Tariffs quoted and general information furnished.

A standard of excellence is maintained in the above hotels of The Gordon System which has made them famous throughout the world. Every attention is given to the cleanest, most comfortable, and most serviceable service and the latest improvements are constantly being introduced to the hotels.

The Hotel Metropole, Brighton

Gordon Hotels Advert.

HOTEL METROPOLE BRIGHTON

EXTERIOR FROM WEST PIER

ENTRANCE

IN THE KITCHEN

THE GRAND STAIRCASE

IN THE SMOKING ROOM

THE SALLES-MANGER

THE TURKISH BATH

BALLROOM FROM THE GARDEN

The Hotel Metropole, Brighton. Advert from London Pall Mall Gazette, 1890.

OPENING DAY

Following a private opening to the press and trade the previous week, Frederick Gordon Hotels Ltd, one of Britain's first hotel chains opened their 3rd Hotel Metropole and 5th hotel on July 26th 1890. The site was formerly a roller skating rink, customs house, shops, drill hall and 12 lodging houses on the King's Road in what was the West Laine Cliff Butts area of Brighton.

Costing £57,000, built by Thomas Holloway, with over 700 rooms, and seating 500 diners simultaneously, the hotel was the largest and most prestigious in the town as well as the nation's largest hotel outside the capital.

The hotel's opening day caused such excitement that special luxury trains had to be chartered from London Victoria for the 1500 extra visitors. King's Road turned red as a special red carpet of Hassocks sand graced the road to meet the VIPs that would climb the entrance steps. Rumours flew around the town, including that the hotel sported over 4,000 bedrooms, the Turkish baths could accommodate a thousand bathers simultaneously and that there were enough electric lights inside to light every house in Brighton!

Despite predictions that hotels as magnificent as the Metropole would never be viable, or that existing hotels would be hit by it's opening, the Brighton and Hove Gazette was correct in its prediction that there was "Plenty of room for as new and elegant (an) hotel as the Metropole." The hotel's opening day was the beginning of a golden era for Brighton hotels that would last until the late 1930s.



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EXHIBITIONS AND CONFERENCES

Harold Poster, the hotel's owner from 1959, saved the hotel by realising that Brighton's future lay as a conference location, rather than relying on British holidaymakers, who were increasingly jetting away as the age of cheap foreign holidays dawned. Conference delegates and exhibitors would want high-class nearby accommodation, which would ensure high-class visitors to the hotel's newly-improved rooms.

Brighton's first residential conference and exhibition centre was born – the Metropole would have everything needed, and all on site. Brighton also appealed as it was an exciting place to hold such events, away from the London smog of the 50s, with easy access to Gatwick or the ports or, and the European Market became an increasingly important feature to Britain. It was also a place of culture, entertainment and history for delegates and exhibitors.

Exhibitions became vital in the 1950s consumer boom with British manufacturing once more on the increase. Technological advances during the Cold War reached into the consumer sector, with companies needing bigger and more platforms to demonstrate these advances or the latest consumer products to both domestic and international markets. Political parties and trade unions all saw rises in membership post-war and bigger venues were also needed to hold their new, larger conferences and the Metropole has hosted many of these since for over 50 years.

The building of exhibition hall space after AVP's developments of 1962-4 meant that the Metropole offered four times more floor space than the council's only alternatives at that time, the Corn Exchange, or the Odeon/Ice Rink in West Street. It was also Brighton's first ever purpose-built conference space, so could offer new or unusual features for the time, such as air conditioning, CCTV, Brighton's first escalator, and intriguingly, "a floor surface that is not tiring." One thing certainly not tiring was the Metropole owners' zeal to continually improve the exhibition space the hotel offered, which would be expanded again in 1972 and 1981, could be divided into subsections or merged into one large conference space. The increase in floor space to over 100,000 sq ft by the 1970s was testament to the growing success of Metropole events – and Brighton's first centre to do this – years before the Council's Brighton Centre, completed in 1976.

The most exciting exhibition must have been the Ford Motor Company one however in February 1967 when the company decided to publicise its annual staff awards with a trip to Morocco as a prize for the top salesman. The company, decided to bring a real life camel, Sheena, into the awards to raise the excitement further. Unfortunately, Sheena never made it that far. Obviously sharing in the excitement of the evening, she was unable to contain herself and decided to empty her bladder in the foyer. A quick thinking general manager managed to save the honour of the hotel with quick reactions and a handy bucket! The Metropole staff have clearly always been its finest asset and the reason why, even still today, the hotel still is the first choice for the well-connected.

Labour Party Conference, 2000.



Today's Event Space.



Exhibition Brochure, 1964.



Furniture Exhibition, 1974.



Ford Motor Company Exhibition Sheena, 1967.

Oxford Suite.



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Current Exterior.



Metropole & Grand Hotel, 1890.



Metropole Hotel Ford Managers Convention, 1967.

ARCHITECTURE

The Metropole was the famous architect Alfred Waterhouse's 41st project and his second in Brighton & Hove, his first being Hove's Town Hall that burned down in 1966. It's architectural style was unusual for Brighton, but not for Waterhouse, with the Metropole sharing many features with his earliest hotel, Liverpool's North Western.

The building attracted critics but also warm praise: "A magnificent place!" said the editor of the Brighton & Hove Gazette, who also predicted it could "withstand any accident", due to the strength of its construction. British Architecture felt it "a wonderful relief to come across the hotel with its warm colour, picturesque skyline and variety of light and shade." The Builder Magazine simply said: "Sumptuous!"

The original skyline was demolished in 1961 after the roof timbers were found to be unsafe, but the colour, light and shade have mellowed gently over the years and Waterhouse's choice of building materials was justified.

Over the years, the 'Old lady' has moved physically closer to its older rival, The Grand, as both have developed towards Cannon Place, it has replaced its mansard roofline, built flats above the rear building and constructed arguably, Brighton's first 'i360', the Starlit Lounge. The Italian and Winter Gardens have all been developed into Brighton's first purpose-built exhibition spaces, which helped save the resort in the 1960s when Brighton as a resort looked doomed as holidaymakers were replaced by delegates and exhibitors.

The hotel has got wider, taller, deeper, larger and is now a residential conference and exhibition centre, the base of a tower block and it still employs over 300 people. The grand Victorian heart of this wonderful building still beats, though, in the last remaining Waterhouse building in the city.



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Clarence Casino on Opening Night.

Opening of Clarence Suite, 1985.



Clarence Casino Tables.

Casino Opening Night Newspaper Article.



Clarence Room and Clock Tower as seen from the Italian Garden, 1890.



Clarence Suite as it is Today.

THE CLARENCE SUITE/ROOMS

The only part of the building to have retained its original name throughout the 125 years, the Clarence Suite (or Clarence Rooms as it was originally known) is an underrated Brighton gem from the town's high Victorian past which still serves a vital role in the city's functions today and is still the heart of its first conference and event space.

Built on the space once occupied by a drill hall, and taking its name from nearby Clarence Square (1807), it played an important role too on the hotel's open day as the hotel's chapel and with the Metropole's very own band playing to the first visitors and guests.

It was originally surrounded by the hotel's Italian Gardens on two sides and part of its design included an enchanting late Victorian red brick and terracotta clock tower. The clock tower was sadly demolished after 1963 as the Clarence became surrounded by the new exhibition and conference rooms built over the hotel's gardens as well as other buildings as the hotel expanded. As such an architecturally beautiful part of the hotel this meant that no exhibition halls, and thankfully Sussex heights were built over it.

The 1960s redevelopment and expansion of the hotel by Harold Poster of AVP Industries saw £180,000 being spent on redecoration including a safe that supposedly would cause the demolition of the building if removed! Thankfully, this was never tested and is still in situ today. The Clarence gained national prominence and fame as the country's first licensed continental-style casino, following easing of the gambling laws. On its re-opening in 1962, it was painted blue and gold and was visited by a large number of VIPs. Its most famous first visitor was none other than Ian Fleming, himself no stranger to casinos as author of the James Bond novels, including, Casino Royale. £500,000 was won and lost in the Casino's first fortnight and by 1967, it was still taking the staggering sum for that time of £70,000 per night.

The casino moved to nearby Preston Street in 1985 and since then, the Clarence Suite has resumed its original role as a multi-purpose event space that continues to be enjoyed by both citizens of Brighton and visitors to the city alike, just as it has over the last thirteen decades since its opening.



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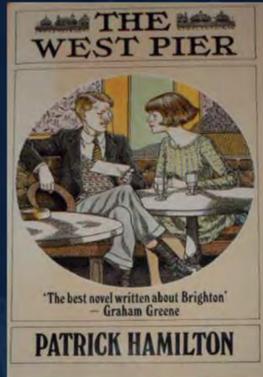
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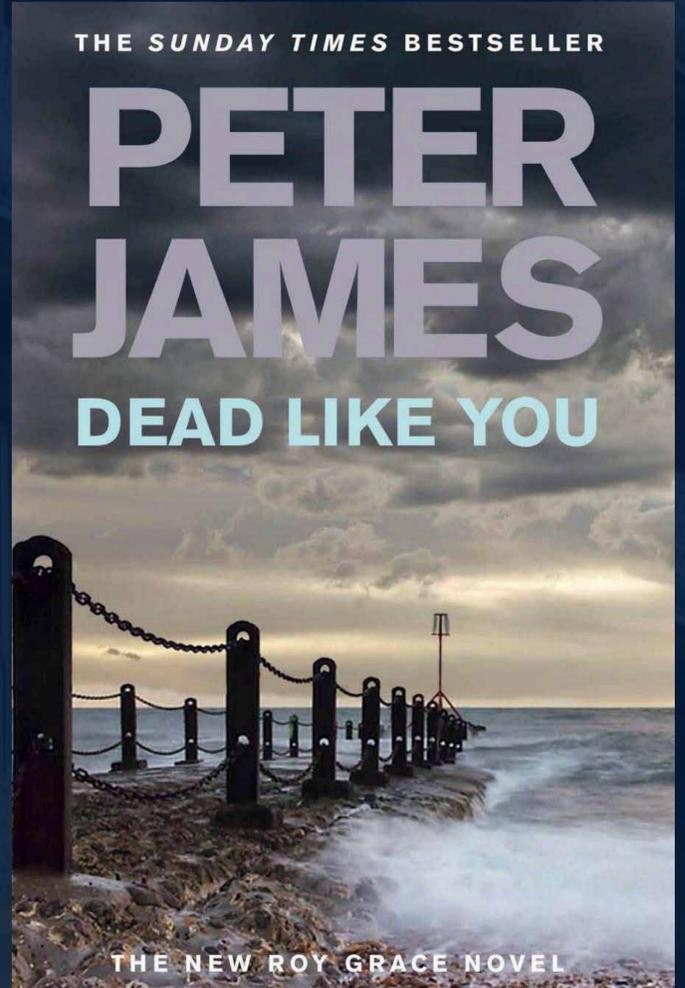
Oscar Wilde and Lord Alfred Douglas in May 1893. Reproduced by Kind Permission of Antony Edmonds, Author of Oscar Wilde's Scandalous Summer: The 1894 Worthing Holiday and the Aftermath (Amberley 2014).



TS Eliot Book Cover.



Patrick Hamilton Book Cover.



Peter James, Dead like you. Reproduced by Kind Permission of Peter James.

LITERATURE

The Metropole has always had a passion for the literary and cultural, boasting a library or writing room since its opening day. Even the hotel's official scent on its opening day, 'The Light of Asia', had a literary feel, the name being suggested by the poet Sir Edwin Arnold, after his best-known work. It was also designed to reflect the 'oriental' theme running throughout parts of the hotel from the Turkish baths upwards.

Oscar Wilde visited the Metropole from 4-7 July 1894 with Lord Alfred Douglas, after leaving nearby Worthing where he wrote his most famous play, 'The Importance of Being Earnest'. Lord Alfred, better known as 'Bosie' may also have visited the hotel earlier on in his life when his father, the Marquess of Queensberry was known to frequent the hotel to enjoy cigars.

Charles Dickens, son of the author, stayed at the hotel in 1891, decades after his father's death to rest after a series of lectures.

The Metropole's greatest literary fame can be said to be its mention in T.S.Elliot's groundbreaking 1922 poem, The Wasteland. Like the Metropole's early days, its mention was seen as modern and a little shocking.

Other 1920s literary mentions include Esther, the heroine of Patrick Hamilton's book, 'The West Pier', who is treated to cocktails at the Metropole. Graham Greene, himself no stranger to literary recreations of the town, called the book: "The best book written about Brighton." Hamilton's novel shows just how exclusive the hotel was in its early days. The hotel's most recent literary mention was in the sixth Roy Grace novel, by internationally famous local novelist Peter James, who started off 'Dead Like You' with the Metropole's New Years Eve Ball. Three other Roy Grace novels mention the Metropole and Peter James has been recently visiting the foundations of the nearby i360 as it was being built, researching somewhere to bury a body in a future Roy Grace book. So, before too long, the view from the front of the Metropole may well feature in books read worldwide once again!

All the above mentioned books are available in the hotel's library the Churchill Room and are available for sale from concierge.



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DURING THE WAR

The Metropole has been existence through three wars as well as playing its part for the war effort in WWII. With little wartime restriction on where British civilians could go in WWI, Brighton was busier than ever, with foreign holidays less likely due to the war across the channel. This meant Brighton's hotels were full, despite rationing by the end of the war.

Not all of those associated with the hotel were as unaffected by the first global conflict, the staff of many in the hospitality industry tended to be Austro-Hungarian or German and so faced dismissal, internment or deportation under the British Nationality and Status of Aliens Act 1914 and other local hotels advertised proudly their compliance with this rule. The Metropole's one-time Head Waiter, who, according to obituaries, had been an employee of the hotel for two decades in 1914 was a Mr. Frederick Wesche, who had lived in Britain for 30 years. Despite three of his sons going off to fight against Germany, he was one of 400 German or Austrian-born Brightonians given 48 hours to move away from the coast or leave the country by the authorities or face internment. He opted for the latter and moved to the USA.

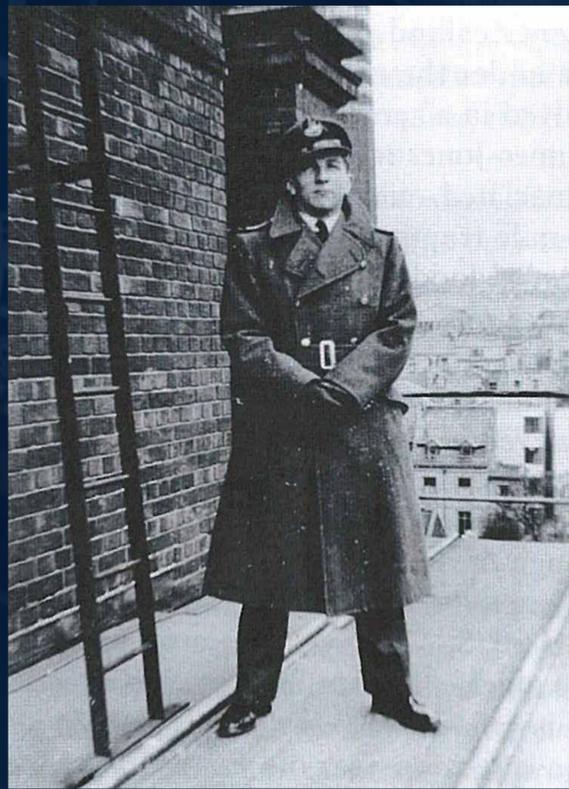
Life soon returned to normal for the hotel but not for the staff and citizens of Brighton who had died in action or lost loved ones. The Royal Field Artillery celebrated Peace day in July 1919 with a march past the hotel

Like its neighbour the West Pier, the Metropole reached its heyday in the interwar era but this was soon to be ended with the outbreak of WWII. The hotel was closed in 1939 for the duration of the war and the beach soon became banned to the public as anti-invasion preparations were made. Gordon Hotels, the owners at the time were given 3 weeks to vacate the property and to store its furniture and fittings, some of which were stolen during the war.

The famous front door that so many rich and famous had entered was locked and a 'closed' sign forlornly hung from it. Instead of the rich and famous passing beneath it, the glass portico at the hotel entrance now protected a tramp called Feathers who adopted it as his home.

The following year, the War Office requisitioned the Metropole and 41 other hotels as part of 'RAF Brighton': with 60,000 airforce personnel altogether going through the hotel's doors.

The hotel had a more sinister brush with airforces however. The hotel escaped the bomb damage to other parts of Brighton but in 1943, the town was attacked by Focke-Wulf fighter-bombers. The Metropole's rooftop machine gunner fired at one as it passed by and the aircraft returned fire at the gunner and the building. When the War Office returned the hotel to Gordon Hotels in 1946 however, the years of neglect, its busy war role and the advancing years of the building meant it desperately needed re-wiring and the re-decoration it received by Ashley Horner of London. The building needed much refurbishment, but would have to wait until new ownership in 1959 for that. The post-war years would sadly see the once illustrious hotel start to become outdated and unprofitable.



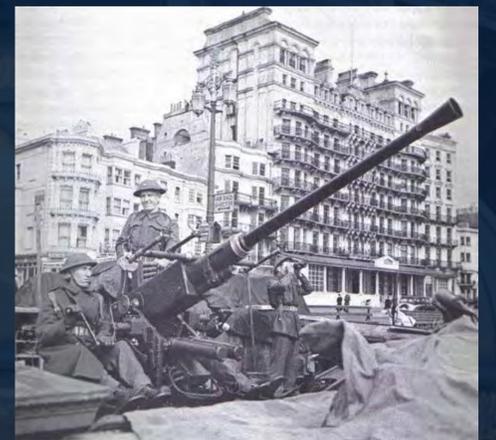
Flight Officer Darcy Packwood on Top of the Metropole, 1945.



The Royal Field Artillery celebrating Peace Day. Courtesy of the Douglas d'Enno Collection.



RAF Brighton Christmas Menu, 1944.



Gunner Bruno Anderson and his Bofors Gun and Crew, March 1943. From the Private Collection of Margaret Stewart.



Lower Promenade - In 1940 as an Anti-Invasion Measure the Beach, Gardens and Pools, were Mined and Wired Off as was the Childrens Paddling Pool Seen Here Outside the Hotel.



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Afternoon Tea, 2015.



Waterhouse Bar & Terrace as it is Today.

Monaco Bar, 1965.



Residents Bar, 1965.

The Cameo Restaurant, 1968.



Starlit Restaurant, 1966.



Salle a Manager, 1890.

FOOD & DRINK

The experiences of diners at the Metropole reflects the different tastes prevalent across the hotel's lifetime. The hotel's three dining rooms, referred to as the "Salle a manger" give a clue as to the hotel's penchant for French cuisine as well as Home-grown tastes from its earliest days up until the 1970s, French cuisine seen as being the height of good taste.

The three main eating areas were simply called the southern, middle and rear dining rooms and could seat 500 with glass partitions between the three. These dining areas continued along the entire eastern side of the hotel, with the front (southern) dining room being the most exclusive due to its sea view, with the north room facing onto the gardens. A minstrels gallery which still can be seen today was where music to entertain all three sets of diners flowed from.

By the 1950s however, the hotel was not only losing money, but its food was "terrible" according to Harold Poster, whose AVP Group bought the hotel from Gordon Hotels. Children today would agree, looking at menus from the hotel which contained dishes out of fashion today, such as 'ox tongue'. Poster soon increased not only the number of kitchens and amount of food consumed, with his 1960s hotel redevelopment and expansion, but also the different types and the amount of praise the hotel's food received. Not only did the exhibition halls provide new eating but had to provide high quality food now for more guests than any other Brighton hotel. Rather than 500 eating, as in 1890, it could now be 5,000. The hard work paid off. In 1964, the hotel's Starlit Restaurant gained a feature in the coveted Egon Ronay Guide and the highest rating in the town. This was reflected in how popular it was: Poster expected it to take £40,000 in its first year, it took £70,000 instead.

The Metropole's cuisine today has remained nationally of high repute and caters for all visitors, diners and delegates to the hotel. Tongue remains, thankfully, off the menu. The hotel now boasts three dining options, with the Waterhouse Restaurant, Waterhouse Bar & Terrace and ever popular Salt Rooms.



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STARLIT ROOM

AVP Industries' purchase of the Metropole in 1959 saved it from Gordon Hotel's plans to develop all floors of the hotel except the lowest two into flats. The hotel had been losing £10,000 a year for a decade by 1959 and critics foretold the death of Brighton as a resort and rumours were widespread that the great Victorian building would even be demolished, to much anguish from Brightonians.

Luckily, the Chief Executive of AVP, Harold Poster believed otherwise – that Brighton could be a world-leading destination and that the hotel could be profitable once more – but it would need a complete refurbishment and new features that would make the hotel attractive to the rich and famous of the Space Age, not the Victorian Age.

As well as new flats at the back of the hotel, bathrooms in every room, a new Winter Garden and redecoration throughout, the (literally) crowning glory of the hotel was to be a new 150ft high rooftop restaurant, the first in the country. At the height of the Cold War, with the Space Race on and the superpowers reaching out to the stars, it was apt that the restaurant also looked upwards and took its name from the heavens: the Starlit Lounge. Stars and celestial navigation provided the décor as well as the idea of the most romantic restaurant in Brighton: one lit by the stars. Stars were even etched onto the numerous glass panels and windows.

The timbers supporting Waterhouse's famous rooftop and spire were found to be structurally unsafe and so the top two floors were reconstructed and strengthened to support the new dining location, where diners would have a view from on three sides from Hastings to Worthing when it opened in October 1961. The rear of the room would be home to a Starlit Bar, kitchens and a Starlit Foyer featured an exciting space age metal sculpture. The view of the roofline was lost, but now for the first time, a new view existed – that of Brighton from 150ft. Brighton's first attempt at an i360 had been built.

Despite gloomy predictions the hotel and restaurant would never be profitable again, Poster was proved right and the Starlit meant the royal, rich, glamorous and famous patronised the Metropole once more. The Starlit's French cuisine won top awards and the price of a meal matched its opulent location, with £60 a ticket being the price to dine on New Year's Eve in 1965.

The Starlit was forced to close in August 1975, not due to lack of success but, like many hotels, the national 50% pay rise meant it could not pay staff wages. It reopened briefly in the 1980s where it was described as the "most opulent restaurant in Brighton", but with the West Pier having closed to the public and rapidly decaying, the view wasn't what it once was.

Today, the room is the Chartwell Suite, a multi purpose room for hire that still hosts diners, as well as business conferences and other private functions. With refurbishment just completed, and the West Pier's spectral frame providing a iconic image, Brighton's 'first i360' will soon provide a luxury venue once again and observe the new i360 reach up for the stars.



View from the Starlit Bar.

STARLIT ROOM BAR TARIFF	
WHISKY	
Proprietary Brands 45p	De-Luxe 50p
Malt / Bourbon / Canadian Club 50p	
Malt 12 years old / Southern Comfort 70p	
GIN	
Proprietary Brands 45p	Tanqueray 50p
RUM	
Rum White 50p	Rum Dark 45p
BRANDY	
Brandy 3XXX 65p	V.S.O.P. 85p
Hine Antique / Martell Cordon Bleu £1-15	Hennessy X.O. £1-35
VODKA	
Proprietary Brands 45p	
SHERRY / PORT	
Dry / Medium / Cream Troubador 45p	
Tio Pepe 55p	Club Amontillado 55p
Port 55p	Harvey's Bristol Cream 60p
	Vintage Reserve 80p
APERITIFS	
Campari 85p	Dubonnet 45p
Noilly Prat 45p	Fernet Branca 65p
	Martini (Sweet or Dry) 45p
	Pernod 60p
MISCELLANEOUS	
Baby Cham 45p	Mousse 60p
Gin and Vermouth 60p	Gin and Orange, Lime or Lemon 60p
Squash: Lime, Lemon or Orange 30p	Whisky and Ginger Wine 65p
LIQUEURS	
A Selection of Liqueurs is available at 65p	
BOTTLED BEERS	
Light and Brown Ale 35p	Worthington 'E' 40p
Double Diamond 42p	Guinness 42p
Tuborg Green 45p	Tuborg Gold 60p
	Autumn Gold Cider 40p
	Holsten Pils 60p
MINERALS	
Baby Minerals 22p	Split Minerals 30p
	Pepsi Cola 30p
	Fruit Juice 35p
MINERAL WATERS	
Perrier: Small 50p	Large 95p
	Vichy: Small 70p
	Large 95p
PRICES ARE EXCLUSIVE OF V.A.T.	
Measures used on these premises for the following spirits: Gin, Whisky, Rum and Vodka is one sixth Gill or multiples thereof.	
Bton. M. 4-79	

Drink Menu, 1979.

STARLIT ROOM	
Table d'Hote Menu	
DINNER	
Timbale de Crabe Washington	
Poire d'Avocat Vinaigrette	
Consommé Celestine	
Rognons de Veau Bordelaise	
Barnsley Chop	
Scampis St. George	
Légumes de Saison	
Savarin aux Cerises	
Glaces Variées	
Fromages au Choix	
Café et Petit Fours	
£7.50 exclusive of VAT and Service Charge	

Dinner Menus, 1980.

STARLIT ROOM	
Table d'Hote Menu	
DINNER	
Blanchailles Diablé en Buisson	
Salade Waldorf	
Consommé de Quenelles à la Moelle	
Sauté de Bœuf Stroganoff	
Poussin Grand'mère	
Filets de Sole Tout Paris	
Légumes de Saison	
Tarte Flamande	
Glaces Variées	
Fromages au Choix	
Café et Petit Fours	
£7.50 exclusive of VAT and Service Charge	



Starlit Bar.



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Sussex Heights above Metropole Hotel, 1965.



Starlit Restaurant, 1962.



Spatex Exhibition, 1977.

Clarence Casino Room, 1962.



London to Brighton Car Race.



FIRSTS

The Hotel Metropole has been the first to achieve, celebrate or experience a number of things throughout its thirteen decades: some inspirational, some unusual, some amusing, but all interesting.

Its opening saw it gain international renown as Brighton's biggest hotel, with over 700 rooms it was then the biggest UK hotel outside the capital.

The hotel has had many links with transport that give it a series of firsts. Not only did Brighton's first visit by a motor car end up at the Metropole in 1896, but the London to Brighton car race, which still runs today, originally ended outside the hotel's doors and its first run was followed by a celebration dinner at the hotel.

After purchase of the Gordon Hotels group by AVP Industries, the hotel's modern phase commenced as it was redeveloped to become the south east's largest residential conference and exhibition centre. This ensured it remained at the forefront of the hotel and conference sector and continued to rack up yet more firsts. Its Starlit Room was the first rooftop restaurant in the country and redevelopment brought the town's first purpose-built conference space to Brighton years before the council created the Brighton Centre.

The exhibition space, coupled with the country's first licensed continental-style Casino in 1962 saw a wealth of firsts for the hotel, with the county's highest residential building, Sussex Heights, being built literally on top of the centre. The first ever 'Disc Festival' – as in the type played by 'Disc Jockeys' – (in other words, records and music fair) took place on August 21 1962. Britain's first ever Fast Food fair also was at the hotel, and the country's first exhibition of its kind for the greetings card industry. Technology meant the Metropole could even hold events organised from the US and delegates and exhibitors could travel up and down Brighton's first escalators.

The demand for exhibitions and conferences continued to grow and its next owners, Lonrho by the early 1980s expanded the hotel further so that it eventually became the first location to bring over 100,000 sq ft of conference space to Brighton.



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