

AUTOMOTIVE

Bicester Heritage announces plans for luxury automotive hotel

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Plans for an hotel at Bicester Heritage have been released. Image credit: Bicester Heritage

By SARAH RAMIREZ

Bicester Heritage, the British business campus with a special focus on motoring history, is planning to open a hotel in an effort to create the world's leading automotive resort.

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Located in Bicester, Britain, the campus has become a destination for popular motoring events and related businesses. The addition of a hotel would help Bicester Heritage capitalize on its proximity to important venues in "Motorsport Valley."

Resort plans

The Bicester Heritage retail park is home to more than 30 vintage cars, motorcycles and plane specialists. Previously, the 425-acre site was RAF Bicester, a World War II bomber training station.

Plans for the 344-room hotel show how Bicester's history will be incorporated in the new building.



The hotel will have more than 300 rooms and 4 floors. Image credit: Bicester Heritage

Materials from the existing pre-war building will be used, while the dimensions will be taken from 1936 C-Type hangars. Expanded steel mesh will cover the exterior curve of the building, inspired by Bicester's prior use as a camouflage training center.

Inside, a four-story atrium has space for automotive exhibits and displays that will be shown on a rotating basis.

Beyond the hotel, Bicester Heritage plans to build luxury motor lodges. This would allow guests to stay on the resort with their own vehicles.

Bicester Heritage is within 20 miles of the Silverstone Circuit, making it an attractive location for motorsport enthusiasts. Formula One teams, including McLaren, are also located within a 90-minute drive of the property.

The hotel plans also include a restaurant, bar, courtyard, gym, swimming pool and sauna.

Auto events

Bicester Heritage has recently played host to events for luxury automakers.

This spring, a 70th anniversary event showcasing Land Rovers ranging from the original Series 1 created in 1948 to more recent models was held at Bicester. Land Rover Legends was produced by Historic Promotions, a motorsport, aviation and military events company based at the business park ([see story](#)).

The nearby Silverstone Classic recently welcomed more than 100,000 visitors to the world's biggest classic motor racing festival. The festival is an opportunity for automakers to celebrate important milestones and anniversaries of famous cars ([see story](#)).

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