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Business

Battery Wharf Hotel being rebranded under new management

By Jack Newsham | GLOBE CORRESPONDENT FEBRUARY 12, 2015

The Battery Wharf Hotel is being rebranded under its new management.

The 150-room North End hotel changed hands in October, when a joint venture including Ontario-based Westmont Hospitality Group bought the hotel and bar and restaurant space in it for $48.6 million, according to public records. It had formerly been managed by Fairmont Hotels and Resorts as the Fairmont Battery Wharf Hotel.

"The previous ownerships did not put enough branding and awareness behind the property," said Meghan Almquist, a spokeswoman for the new management.

Westmont owns or operates about 500 hotels around the world, according to its website. The Battery Wharf Hotel is its first in downtown Boston, Almquist said, and its new ownership is trying to raise its profile by redesigning its website and joining a consortium of luxury hotels called Leading Hotels of the World.

"There will be more changes to come," Almquist said. "The rebranding process is ongoing."