



Press release

Sofitel Sydney Wentworth Appoints Mark Burns as New General Manager

***Accomplished international hotelier to lead the hotel's next era of luxury,
culture, and art***



Sydney Australia, 20 October 2025: [Sofitel Sydney Wentworth](#) is pleased to announce the appointment of **Mark Burns** to General Manager, marking an exciting chapter for the hotel as it continues its evolution as one of Sydney's leading luxury destinations.

With over 30 years of international hospitality leadership, spanning four continents and renowned luxury brands, Mark brings a wealth of expertise in operational excellence, brand positioning, and cultural engagement. He has worked in senior leadership roles with some of the world's most renowned hotel brands, including Fullerton, Starwood, Mandarin Oriental, and The Dorchester.

Known for his ability to blend legacy with modern luxury, Mark has led several high-profile hotel transformations, combining precision, artistry, and heritage preservation.

His leadership philosophy centres around people, place, and purpose, ensuring that every guest experience reflects authenticity, elegance, and cultural depth.

In his new role, Mark will oversee the hotel's continued repositioning, guiding the evolution of its luxury programs, guest experience design, and partnerships that align with Sofitel's identity as the Hotel of the Arts. His appreciation for cultural storytelling will be instrumental in reinforcing Sofitel Sydney Wentworth's commitment to creativity and its connection to the vibrant arts scene that surrounds it.

David Fraser, Vice President Operations, Pacific Sofitel Legend, Sofitel, MGallery & Emblems, said:

"Sofitel Sydney Wentworth holds a special place in the history of luxury accommodation in Australia. Mark's extensive leadership experience, coupled with his passion for hospitality, makes



him the ideal steward for this next chapter. We are confident he will continue to build upon the hotel's legacy, while setting new benchmarks in service and guest experience."

On his appointment, **Mark Burns** said:

"Sofitel Sydney Wentworth holds a special place in Australia's luxury landscape. The hotel's rich heritage and its renewed vision present an extraordinary opportunity to elevate its artistry and re-establish it as one of the most inspiring hotels, not just in Sydney, but internationally."

The appointment comes at a pivotal moment for Sofitel Sydney Wentworth. Recently revitalised through a \$77 million transformation, the hotel reaffirms its standing as one of Sydney's most iconic addresses in luxury accommodation.

A Year of Recognition and Renewal

Sofitel Sydney Wentworth's transformation has set a new benchmark for business and leisure hotels in Australia, with standout achievements across design, dining, and brand experience.

- Named Sydney's Best Business Hotel 2025 by Spice Magazine's Hot 100 Hotels & Venues
- Featured in The New York Times global list of "52 Places to Go in 2025"
- Winner: Hotel of the Year (Refurbishment) at the 2025 Design Inn Australasia-Pacific Hotel Design Awards
- Shortlisted: Australian Interior Design Awards for Hospitality Design
- Awarded a Chef's Hat in The Sydney Morning Herald Good Food Guide 2025
- Tilda and Delta Rue, the hotel's signature dining destinations by House Made Hospitality, each awarded three wine glasses in Australia's Wine List of the Year Awards 2025

Blending its storied heritage with contemporary sophistication, the hotel offers 436 redesigned rooms and suites, each an oasis of comfort and French-inspired elegance. The refurbishment reimagines the guest journey, harmoniously combining Sofitel's signature *French zest* with the vibrancy of Sydney's spirit.

Download headshots here (both portrait and horizontal): [Mark Burns - GM Sofitel Sydney Wentworth](#)

- Ends -

ABOUT ACCOR

Accor is a world leading hospitality group offering experiences across more than 110 countries, with 5,600 properties, 10,000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 45 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity, and inclusivity. Founded in 1967, Accor SA is



headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit group.accor.com or follow us on [X](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

ABOUT SOFITEL

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art-de-vivre around the world. Established in 1964, Sofitel is the first international luxury hotel brand to originate from France, with more than 120 chic and remarkable hotels in many of the world's most sought-after destinations. Sofitel exudes a refined and understated sense of modern luxury, always blending a touch of French elegance with the very best of the locale. Sofitel also includes a selection of heritage luxury hotels under the Sofitel Legend banner, renowned for their timeless elegance and storied past. Some notable hotels in the Sofitel portfolio include Sofitel Paris Le Scribe Opera, Sofitel London St James, Sofitel Dubai The Obelisk, Sofitel Legend Old Cataract Aswan, Sofitel Mexico City Reforma, Sofitel Legend Santa Clara Cartagena, Sofitel Legend Metropole Hanoi and Sofitel Ambassador Seoul. Sofitel is part of Accor, a world leading hospitality group counting over 5,400 properties throughout more than 110 countries, and a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

sofitel.accor.com | all.accor.com | group.accor.com

Media Contact:

Gaynor Reid

PR for Sofitel, MGallery and Emblem Hotels, Pacific

Email: gaynor.reid@icloud.com

Mobile: 0491 161 531

ORIENT EXPRESS \ RAFFLES \ FAENA \ BANYAN TREE \ FAIRMONT \ MANTIS \ EMBLEMS \ SOFITEL \ MGALLERY

 21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN
MORGANS ORIGINALS \ SLS \ SO \ THE HOXTON \ WORKING FROM \ RIXOS \ PARIS SOCIETY

ART SERIES \ PULLMAN \ SWISSÔTEL \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA
HANDWRITTEN COLLECTION \ NOVOTEL \ MERCURE \ TRIBE \ ADACIO \ BREAKFREE \ IBIS \ IBIS STYLES \ GREET
IBIS BUDGET \ HOTELF1