Time is on your side

At Novotel, we believe that quality time is about making everyday moments matter. Everything has been thought to enhance our guests’ life balance, sense of well being but also enjoyment. Whether through our intuitive & modern design or our large range of rewarding experiences, everyone can disconnect from a busy life or make time to connect with their family, friends or colleagues. This combination makes Novotel the perfect spot for travellers and locals to have a drink, a bite to eat, to work, play or just relax.

novotel.com
Top 3 unique selling propositions

- THE MOST RELIABLE & WELL KNOWN BRAND OF ITS CATEGORY
  - Large global footprint of 500 hotels in 60 countries
  - Strong brand awareness > 50% in > 10 feeder markets
  - Best-known & trusted upper midscale “full services brand”
  - Perfect mix of business / leisure, group or individual

- INTUITIVE & EFFECTIVE DESIGN
  - Flexibility within a framework - 4 new full hotel concepts developed by international designers
  - Brand fluidity, modularity & multifunctionality
  - Optimized valued engineering + best construction & FF&E costs

- FAMILY FRIENDLY
  - Best family offer on the market
  - Kids < 16 year old pay 0€, family discounted rooms + kids' welcome gift + kids' corner + kid's menu
  - Leveraging the occupancy in lower periods (week ends & holidays)

Key programs

- The N’Room, the flexible Novotel room, from 20 to 30 sqm, with 4 key components: the Live N’ Dream bed, the 55-inch screen, the modular living (work or rest setting) and the oversize rainshower.

- A lively lobby with a Gourmet Bar type offer, the new Novotel bar generation. It is an informal, friendly space where an active, urban clientele can enjoy trendy drinks and eat simple, balanced meals.

- The family offer: Family & Novotel, offers specific advantages to families at every step of their travel (attractive commercial policy, children's welcome gifts, special F&B offers for kids...).

- Wellness InBalance. Three offers of wellness programs with inBalance Fitness, InBalance Wellness (pool, sauna, steam room, etc.), InBalance Spa Wellness & Treatment Center. Discover also a wide variety of nutritionally balance food offerings.

Programming

- ROOMS
  - Average number of rooms
    - URBAN RESORTS
      - 150 et +
      - 150 et +
    - URBAN HOTELS
      - 26-32
      - 32-36 + balcony
    - URBAN APARTMENTS
      - 50-70
      - 55-70
  - Total Gross Floor Area (sqm)
    - 60

- FOOD & BEVERAGE
  - 1 restaurant (preferably connected to bar)
  - 1 Gourmet Bar (hotels)
  - Or Boutique Gourmande (Novotel Suites)

- WELL BEING
  - Fitness center “In Balance” (50 sqm min.)
  - Swimming pool
  - Spa

- MEETINGS, EVENTS & OTHERS
  - Meeting rooms
  - Web corner

Customer profile

- BUSINESS: 51% |
  - Leased: 40%
  - Independent: 40%

- DOMESTIC: 59% |
  - Lease: 40%
  - Independent: 40%

Top 5 flagships to visit

- NEW YORK TIMES SQUARE
  - UNITED STATES
- DUBAI AL BARSHA
  - UNITED ARAB EMIRATES
- RJ BOTAFOGO
  - BRAZIL
- LONDON CANARY WHARF
  - UNITED KINGDOM
- BANGKOK SUKHUMVIT 20
  - THAILAND

Development

- PRIME LOCATIONS
  - SECONDARY LOCATIONS
  - AIRPORTS SUBURBS
  - CAPITALS, KEY CITIES & RESORT DESTINATIONS
  - MAJOR DOMESTIC DESTINATIONS
  - OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS

Top 5 latest openings

- Paris Cœur d’Orly Airport, France, 163 rooms
- Brisbane South Bank, Australia, 238 rooms
- Ambassador Seoul Dongdaemun, South Korea, 523 rooms
- Bangkok Sukhumvit 4, Thailand, 185 rooms
- Kochi Infopark, India, 128 rooms