



## Openings

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# A “new generation” Novotel has just opened in central Blackfriars, one of London’s hottest districts

The Novotel London Blackfriars, which is located in London’s dynamic new culture and tourism hub, is packed with innovations and every service is designed to include the latest technologies.

### A “trendy” hotel

The restaurant dining area features a range of tech-savvy amenities including tables fitted with TVs so lone diners can enjoy a pleasant meal, a multimedia table housing iPads for guests that offer a selection of apps with the latest news items, information on events and what’s happening in London and a host of games for kids.

In the lobby’s lounge area, a Microsoft Surface Table steals the show and is bound to be a hit with tech buffs both young and old, who will enjoy a host of games and entertainment.

For business customers, the hotel features seven meeting rooms that also boast state-of-the-art facilities such as a smart whiteboard and an area where they can play Wii games during breaks.



### A hotel devoted to the well-being of its guests

The hotel also boasts an area dedicated to relaxation that includes a saunarium, a jet pool and a 10 by 4 meters indoor swimming pool. To top it all, the pool features a digital art projection of underwater sea scenes on its wall, so guests feel as if they are swimming in the ocean! The hotel’s new generation rooms guarantee comfort (especially thanks to the bed), stylish interiors and natural light. The hotel has Standard and Family rooms as well as Suites and some Executive rooms with terraces.

Thomas Dubaere, Managing Director for Accor, UK and Ireland, sums up this particularly innovative new address: “*The quality, style and class of this hotel are noticeable at all levels. It’s our best Novotel to date and represents the new generation of Novotels that we want to offer in the United Kingdom. It’s an experience worth enjoying as quickly as possible.*”

### **[Book a stay in this hotel on Accorhotels](#)**

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