



## Openings

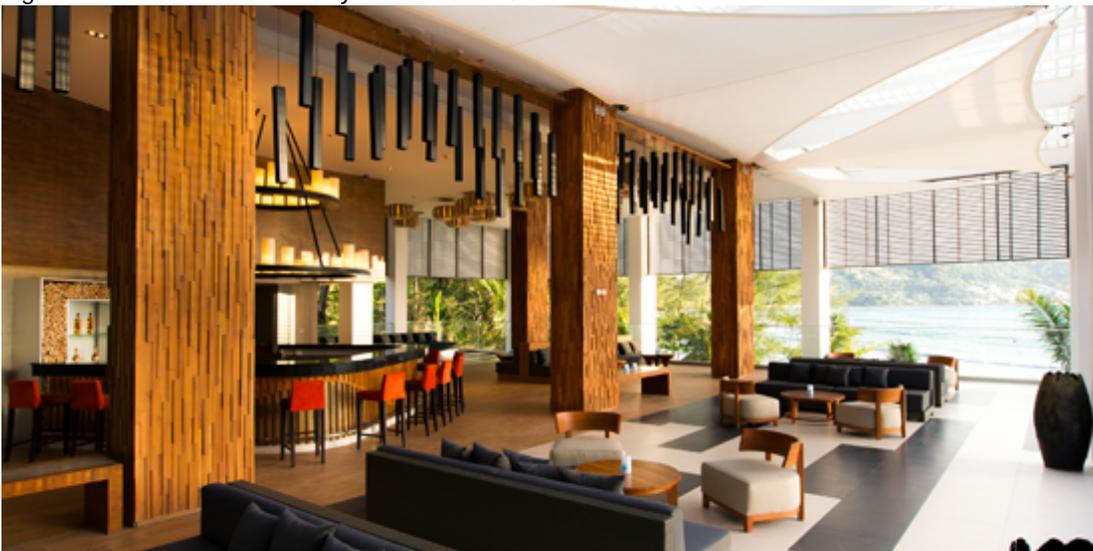
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# Asia Pacific: Novotel opens its 100th hotel and introduces the Novotel Phuket Kamala Beach Resort

With 400 hotels in 60 countries under its belt, Novotel continues to rise in the Asia Pacific with the unveiling of a hotel in Phuket, Thailand – its 100th in the region.

The history of Novotel in this part of the world began in **1982** in Singapore, where Novotel immediately attracted many travellers. Thirty years later, a quarter of the brand's hotels are in the Asia Pacific region.

*"Novotel has successfully appealed to Asian customers and offers an increasingly high quality of service at an affordable price in some of the world's most wonderful destinations," says Michael Issenberg, Director of Accor Asia Pacific and member of the Executive Committee. "We are proud that Novotel has established a lasting presence, especially for such a well known and respected brand. The Asia Pacific region will continue to lead the way for other brands in the future."*



The Novotel Phuket Kamala Beach boasts unobstructed views of the azure Andaman Sea. The resort, located on the idyllic island off the west coast, has 166 rooms, suites and villas, as well as a lush garden. Its three restaurants and bars, fitness centre, spa and swimming pool will delight travellers in search of **relaxation**. The hotel is ideally located, just a 10-minute walk from the epicentre of the Phuket scene: Patong Beach.





Mr Issenberg notes: "*Novotel was the first Accor brand to open here. It seemed logical that this 100<sup>th</sup> hotel be a resort. The brand's development will kick into high gear next year and will ensure Novotel remains one of the strongest mid-range hotel brands.*" This is just the beginning of plans for the brand. Over the next five years, Novotel intends to open **50 new hotels** in the Asia Pacific region.