



Events

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The Novotel Sofia in the limelight for its inauguration

The Novotel Sofia, which opened on December 1, 2012, is the brand's first establishment managed by Accor in the Bulgarian capital. Sofia is the country's economic and political capital as well as a top destination for business tourism and winter sports and this contemporary establishment is located at the crossroad between Europe and the Orient.

The hotel at a glance

The Novotel Sofia is located just a few kilometers from the airport in a dynamic business district close to the city center. It boasts the latest Novotel features, with 178 New Generation rooms designed by Atome Associé, the Eureka creative meetings concept and the various all-inclusive services, and capitalizes on all the brand's assets.



A colorful inauguration ceremony

To celebrate its inauguration, last March, the establishment devoted an entire day to the grand opening. The event was notably attended by Bruno Coudry, CEO for Central and Eastern Europe and Scandinavia and Antoine Guego, CEO for Hungary, Slovakia and Bulgaria. The day started with a press conference for local and international media and was followed by a gala event attended by local and hotel sector VIPs, notably the Mayor of Sofia and the French Ambassador.

As a final touch, the celebrations also included a traditional ribbon-cutting ceremony. Guests were then invited to a buffet dinner featuring dishes from the various different countries in the Novotel network. The hotel was decked out with banners and posters sporting the brand's codes. The event was full of surprises, good humor and a friendly atmosphere.

Furthermore, after a lengthy and complex procedure, the Novotel Sofia was proud to announce that it had obtained its ISO 14 001 certification, illustrating its commitment to the environment through sustainable development.

The Novotel Sofia is without doubt one of the Bulgarian capital's absolute "must-see" addresses.

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