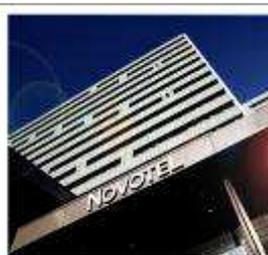




## PRESS RELEASE

Amsterdam, 27 May 2010

### Novotel Amsterdam City: Amsterdam's largest hotel totally renovated



Novotel  
Amsterdam City

The refurbished Novotel Amsterdam City was reopened today by acting Mayor Lodewijk Asscher and Chairman and CEO of Accor, Gilles Pélisson. Amsterdam's largest four-star hotel has new meeting rooms, new dining facilities and overnight accommodation for up to 450 guests at a single location.

Novotel Amsterdam City is located in the commercial centre of Amsterdam, next to Amsterdam RAI and near the WTC. The renovation is part of a series of major investments in Accor Hotels in the Netherlands.

After refurbishing the guest rooms in the latest Novotel style, a new Convention Centre has been added to accommodate congresses, meetings and events. Upon entering the hotel, guests receive a warm welcome at individual reception desks. The characteristic lobby and the Web corner on a Mac with free internet accessibility immediately attract attention. The reception area leads to the Convention Centre on the one side and to the trendy bar and restaurants on the other. The Convention Centre also has its own entrance.

Novotel Amsterdam City Manager Remco Groenhuijzen explains: "At this stylish hotel we offer our guests a full range of services. Whether our guests are looking for a weekend break for two or a business convention with a thousand participants and visitors, our restaurants, meeting rooms and guest rooms are ready!"

"During the last few years practically all hotels belonging to Accor Hotels The Netherlands have been refurbished. The reopening of the Novotel Amsterdam City concludes a major investment phase in the Netherlands. We therefore look to the future with confidence, a future in which we aim to double the number of hotels in the Netherlands", says Caro van Eekelen, Managing Director of Accor Hotels The Netherlands.

## Meeting@Novotel

The 1,385 m<sup>2</sup> Convention Centre can be set up as one large meeting room or several smaller conference rooms, as required. Moreover, it can welcome up to 1,000 conference participants. Another ten smaller meeting rooms have been built on the first floor.

## Restaurant@Novotel

The restaurants have also been completely renovated. Guests now have the choice to enjoy finger food from the bar, Asian dishes prepared in the open kitchen of 'Shoyu' or international dishes from the recently launched concept: restaurant@Novotel.

On the outside, the new glass façade gives the characteristic hotel a clean and modern look. Energy-saving measures were also naturally taken in the building plans, such as double glazing and energy-efficient systems. The hotel has been adorned with a big red bow to celebrate its reopening in style.

## Facts & figures

- 610 hotel rooms
- 1,385 m<sup>2</sup> conference facilities
- 10 smaller meeting rooms
- 1 board room
- 2 restaurants, a coffee corner and a bar
- 2 automatic check-in desks
- 1 fitness centre and 2 saunas
- 12 minutes by car to Schiphol Airport
- 6 minutes by train to Amsterdam Central Station and Schiphol Airport

*As the upper mid-scale hotel brand within the Accor group portfolio, Novotel offers close to 400 hotels and resorts in 60 countries, situated in the centre of major international cities from business districts to tourist destinations. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travellers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. The Novotel group is a pioneer in sustainable development and all Novotel hotels participate in the Green Globe worldwide environmental certification programme. More information on Novotel hotels: [novotel.com](http://novotel.com).*

### Country Press Contact

Marja van der Stelt  
Accor Hospitality Nederland  
T: +31 (0)20 304 3621  
M: +31 (0)6 270 811 96  
E: [marja.vanderstelt@accor.com](mailto:marja.vanderstelt@accor.com)

Bart Bakker  
Ketchum Pleon  
T: +31 (0)20 487 4000  
M: +31 (0)6 55 30 61 57  
E: [bart.bakker@ketchumpleon.com](mailto:bart.bakker@ketchumpleon.com)

### International Press contacts

Charlotte Thouvard/Elsa Mèlique  
Accor Hospitality EMEA  
T: +33 1 45 38 18 28/29  
E: [charlotte.thouvard@accor.com](mailto:charlotte.thouvard@accor.com)  
[elsa.melique@accor.com](mailto:elsa.melique@accor.com)