



## PRESS RELEASE

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### **Novotel New-York Times Square's electric metamorphosis: an illustration of Accor's midscale brand evolution and perpetual dynamism**

(New York, NY) – Today, after 3 months of complete renovation, this emblematic Times Square hotel has been turned into respite for contemporary travelers. Thanks to its original Supernova restaurant experience, the stunning terrace and striking state-of-the-art design touches, this property reflects how innovation is at the heart of Accor's midscale founder brand and how it strengthens its development.

#### **A Novotel flagship with a “made in Broadway” design**

**Novotel New York Times Square** is unveiling a dramatic renovation of its centrally-located address. More metamorphosis than mere makeover, this property is the first hotel in Times Square to undergo a large-scale redesign. Its **striking room upgrades**, the **new restaurant, Supernova**, and the **exclusive outdoor Terrace** offer unparalleled **views of Times Square**. The hotel aims to emerge as a go-to destination for both travelers and locals who long to be where the action is, thanks to its electric atmosphere.

After an exciting \$85 million revamp financed by the owners, the real-estate asset management companies Chartres Lodging Group LLC, Apollo Global Management LLC, and Lubert-Adler Partners. Led by the design firm Stonehill & Taylor, the complete renovation of Accor's Novotel brand's North American flagship creates an inviting ambiance in the heart of the city.

**Grégoire Champetier, Global Chief Marketing & Distribution Officer of Accor** comments, *“The metamorphosis of this property demonstrates Novotel's ability to constantly reinvent itself. Through its powerful worldwide network of 400 hotels, located in strategic locations, Novotel remains one step ahead in its concepts, in order to anticipate and fit business and leisure new consumer trends. This French pioneer brand was born and raised with an audacious and innovative mindset. Nowadays, Novotel –and this iconic property in particular- keeps this spirit alive and continues to promote innovation as a way of life”.*

*“We're thrilled to debut the 'new' Novotel New York today. The revived look of the hotel, combined with Supernova restaurant and our stunning Terrace, offers locals and visitors alike a reason to create their own New York memories.”* adds **Marc Sternagel, General Manager**. “

#### **A continuous evolution and flexibility that supports Novotel's dynamic network expansion**

With almost 400 hotels across 60 countries, with key markets in Asia Pacific and Europe, the Group's historic 4 stars international brand focuses its dynamic development especially on fast growing economies.

**The brand's network will grow to reach 500 properties within 5 years** with a secured pipeline of 92 properties to date: 57% of these are based in Asia , 16% in Latin America, 14% in Africa and Middle East and 13% in Europe.

In 2013, Novotel will open 13 properties which include Novotel Saigon Centre Liberty in Vietnam, Novotel Moscow City in Russia, Novotel Dubai Al Barsha in U.A.E or Novotel Visakhapatnam in India.

## Novotel : an innovative and evolutive brand

Besides its strategic locations, each property or resort provides a welcoming and techno-friendly atmosphere. The brand's goal -whether it's with each new property or through its renovation program- is to enhance a unique and innovative interpretation of the midscale-hospitality segment.

**Christine Ravanat, SVP Global Marketing Novotel & Suite Novotel** adds *"The story goes on! We are currently working on several original concepts which we'll unveil in 2014. We'll introduce a new F&B concept, present a strong design positioning, and put our new common spaces under the spotlight. An enthusiastic and tremendous year is on track at Novotel!"*

To support this ongoing and deep evolution process, Novotel combines its basics: creativity, sharing, functionality, international and robust quality standards with a sense of modernity and a reshaping of guests' experiences. Innovation is packed in Novotel hotels with concepts such as: imaginative meeting approaches, Xbox 360s in bedrooms, a virtual concierge in lobbies. This interactive platform provides guests with the opportunity to find local visitor recommendations, travel advice and directions, as well as hotel facilities and menus. What's more, the Virtual Concierge can be used to send those back home a memento with nifty social media postcards. Strengthening a strong emotional link with its guests is essential for Novotel.

The brand is committed to an optimum and consistent guest experience with the international deployment of "YOU - Our mission, your satisfaction". To ensure the highest level of service in its segment and offer homogeneous quality standards worldwide, Novotel is currently deploying at an international level its guest satisfaction program "YOU". The program is based on a unique system involving HR and the operating teams with specific training for employees, customer satisfaction assessment devices and even reimbursement if a problem is not solved.

Novotel's strength also relies on the power of its loyalty program [Le Club Accorhotels](#) and distribution system and in the development of multi-channel digital devices (Facebook page and websites in 11 languages and 17 local versions). Online booking represents 30.7% of the brand's turnover from January to August 2013.

### About Novotel

Novotel is the midscale hotel brand of Accor, the world's leading hotel operator, present in 92 countries with nearly 3,500 hotels and 160,000 employees. Novotel's consistently high standard of service contributes to the wellbeing of both business and leisure travelers: think spacious, modular-design guestrooms, balanced cuisine available 24/7, excellent meeting facilities, attentive staff, dedicated children's areas and rejuvenating wellness facilities. With PLANET 21, Accor's sustainable development program, Novotel commits itself to the planet! To meet today's challenging environmental and social issues, the brand has chosen to rely on a world renowned environmental certification, ISO 14001.

Novotel offers close to 400 hotels and resorts in 60 countries, situated in the center of major international cities from business districts to tourist destinations. More information at [www.novotel.com](http://www.novotel.com)

### Novotel global press contacts:

Romain Folliot

E-mail: [romain.folliot@accor.com](mailto:romain.folliot@accor.com)

Tel: +33 (0)1 45 38 84 94

Mélissa Lévine

[melissa.levine@accor.com](mailto:melissa.levine@accor.com)

Tel: +33 (0)1 45 38 84 76