



PRESS RELEASE

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The new generation of Suitehotel is Suite Novotel

Created in 1998, the Suitehotel brand now joins the Novotel family, boasting a new name, Suite Novotel. The official launch on July 1st 2010 takes place with the opening of the Suite Novotel Luxembourg. The new brand enjoys the benefits of both merged brands as well as the power of the Novotel network, already established in 60 countries.

Suite Novotel, a brand on the move

The coming together of Suitehotel and Novotel is opportune for the two brands which already enjoy good client-based synergy generated by business travellers or families on urban holidays.

"Suite Novotel will draw from Novotel, the international upper midscale hotel giant, for the backing it needs to grow worldwide and become the market standard in "all-suite" hotels in Europe," says Pierre Lagrange, Novotel & Suite Novotel Global Marketing Director.

As a brand built on an original and successful concept – hotels offering only Suites of 30m², innovative services in catering, relaxation and multimedia – Suite Novotel will give Novotel an additional offer in medium-length stays and help it boost its presence in the centre of major cities.

Suite Novotel, a new way of hotel living

Breaking away from the traditional hotel concept, Suite Novotel nurtures an off-beat spirit that invites its clientele of medium-stay travellers to enjoy a different way of hotel living.

Like a laboratory of ideas, Suite Novotel is always a step ahead. From the very first, it has toppled old habits and introduced innovative concepts in every area:

- Space: its hotels are exclusively composed of flexible Suites of 30m²,
- Multimedia offer: with the Suite Box in every Suite, guests can surf the Internet, telephone any landline in the country, and enjoy films and music on demand. All these services are free and unlimited,
- 24-hour bar and catering: the tasty and balanced "Good Morning" breakfast; the "Boutique Gourmande," an original concept that offers ready-made meals, desserts and drinks,
- Services: a Web Corner with free Internet access, a fitness centre accessible 24-hours a day, a library and a reading corner, and the loan of a Smart car for guests staying four nights and more,
- Complimentary massages every Thursday evening.

The flexible Suite: a new growth factor

The new generation Suite combines high design and innovation with different flexible frames. Depending on the building, Suites may be square, rectangular or elongated in shape. This means it will be easier to convert office buildings into Suite Novotel hotels.

Thanks to the awareness and power of the Novotel brand, the flexibility of the new Suite, and a business model perfect for franchising, Suite Novotel should enjoy rapid growth over the next few years.

As the Suite Novotel brand makes its world debut today in Luxembourg, the hotel itself is the 26th in a network reaching into 6 countries. All Suitehotel properties will sport the new Suite Novotel sign by the end of July 2010.

This first opening in Luxembourg will be quickly followed by Suite Novotel hotels at two new destinations: Malaga, in Spain (late 2010) and Paris-Issy-les-Moulineaux, France (early 2011).

Suite Novotel, an Accor upper midscale brand, operates 26 hotels in six countries mainly in city centres. Suite Novotel nurtures an off-beat, avant-garde spirit that invites guests to experience a new way of hotel living. Targeting a medium-stay clientele, Suite Novotel offers 30m² Suites which are fully flexible so the guest can arrange the space to suit his or her needs (sleep, relaxation, work). For Suite Novotel's frequent traveller clientele, round-the-clock services promise more freedom and autonomy for a truly pleasurable stay.

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