

*Hamburg/Barcelona, June 15, 2022*

## European expansion: NOVUM Hospitality opens Holiday Inn Barcelona - Sant Cugat

- Hamburg-based hotel group unveils first franchise hotel in Spain

Family-owned NOVUM Hospitality opens with the Holiday Inn Barcelona - Sant Cugat its first hotel in Spain in the Barcelona metropolitan region. The newly built city hotel has 208 rooms and is located on Carrer del Danubi in Sant Cugat del Vallès.

The franchise hotel is presented as part of the multi-development agreement signed between leading hotel group, IHG Hotels & Resorts, and NOVUM Hospitality. EUROPA-CENTER, the reputable Hamburg-based real estate group, is acting as project developer and investor.

David Etmenan, Chief Executive Officer & Owner NOVUM Hospitality, is very pleased with the continued European expansion: "The opening of our first hotel in Spain marks a significant milestone for NOVUM Hospitality. The EUROPA-CENTER team has done a great job in building and implementing this hotel property. I am proud to open and operate this excellent fullservice hotel under the Holiday Inn brand."

### **Maximum hotel comfort in the Barcelona metropolitan area**

The newly built city hotel, designed to accommodate both business and leisure travelers, has 208 rooms. All comfortable rooms feature the modern Holiday Inn brand design and are equipped with a flat-screen TV and a desk, are air-conditioned and have a private bathroom with shower. Two suites with direct terrace access complete the offer.

In addition to event and meeting rooms, the hotel also features a fitness room with modern equipment. Four charging stations are installed in the hotel's underground parking garage for guests driving electric vehicles. The reception desk is staffed 24 hours a day.

Guests can round off the day with refreshing drinks in the hotel's own bar within the Open Lobby. The Open Lobby has transformed the traditional hotel lobby format by combining the front desk, restaurant, bar, lounge and business centre into one open, cohesive space. The rooftop terrace also invites guests to enjoy a sundowner as part of the planned afterwork parties offering stunning views of Mount Montserrat. The hotel also offers changing as well as local delicacies at the hotel's restaurant.

A large shopping center is within easy walking distance of the hotel, as are several parks and the hiking area near the river Torrent-dels-Alous. Conveniently located, guests can reach downtown Barcelona, about 17 kilometers away, within 30 minutes by car or a 30-minute train ride.

The new hotel is managed by 51-year-old Marcos Marín, who has local experience, as general manager. The trained BA Hotel Manager previously held positions at The Gates Diagonal Barcelona Hotel and the H10 Punta Negra Resort hotel chain, among others.

### **Success-proven franchise partnership**

The planned Holiday Inn will launch under the Multi Development Agreement signed between IHG Hotels & Resorts and NOVUM Hospitality, "We are excited to be able to continue our long-standing partnership with NOVUM Hospitality and the opening of Holiday Inn Barcelona - Sant Cugat is a great addition to IHG's portfolio in Spain and an excellent representation of the brand," comments John Wright, Head of Mainstream Brand, EMEAA, IHG Hotels & Resorts. The agreement between the hotel groups includes a total of 20 hotel openings in the long term.

### **Long-standing project partner from Hamburg**

Responsible for the project development and investment was the renowned real estate group EUROPA-CENTER. After the Essen-based the niu Cobbles, the Holiday Inn is the second project NOVUM Hospitality has realized together with the Hamburg-based company. "We would like to thank our Spanish team, especially Carlos Madrid, for implementing the project and handing it over to NOVUM Hospitality, a proven EUROPA-CENTER partner. As the first completed foreign project, the hotel marks the start of our further growth in Europe. On the property opposite, we are in the starting blocks to launch our key international project - the HIT EUROPA-CENTER Barcelona Sant Cugat with over 21,000 m<sup>2</sup> of office rental space," says Ralf-Jörg Kadenbach, CEO of EUROPA-CENTER AG.

### **Hotel contact**

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## **ABOUT NOVUM HOSPITALITY**

With currently over 150 hotels and more than 20,000 hotel rooms at over 60 locations in Europe, the family-run NOVUM Hospitality is one of the largest hotel groups in Germany. Founded in 1988 and steadily growing since 2004, NOVUM Hospitality presents itself extraordinarily dynamic under the leadership of David Etmenan, Chief Executive Officer & Owner. The hotel portfolio comprises three- and four-star hotels, always in central locations, which are operated under the brands Novum Hotels, Select Hotels, the niu, Yggotel and acora Living the City. In addition, NOVUM Hospitality acts as a franchisee of InterContinental Hotels Group, Accor and Hilton. The renowned Treugast Investment Ranking, which annually values the most important hotel companies represented in Germany, rates NOVUM Hospitality as 'AA'. [www.novum-hospitality.com](http://www.novum-hospitality.com)

## **ABOUT IHG HOTELS & RESORTS (IHG)**

IHG Hotels & Resorts [LON:IHG, NYSE:IHG (ADRs)] is a global hospitality company, with a purpose to provide True Hospitality for Good. With a family of 17 hotel brands and IHG One Rewards, one of the world's largest hotel loyalty programmes, IHG has around 6,000 open hotels in over 100 countries, and more than 1,800 in the development pipeline. Luxury & Lifestyle: Six Senses Hotels Resorts Spas, Regent Hotels & Resorts, InterContinental Hotels & Resorts, Vignette Collection, Kimpton Hotels & Restaurants, Hotel Indigo; Premium: voco hotels, HUALUXE Hotels & Resorts, Crowne Plaza Hotels & Resorts, EVEN Hotels; Essentials: Holiday Inn Hotels & Resorts, Holiday Inn Express, avid hotels; Suites: Atwell Suites, Staybridge Suites, Holiday Inn Club Vacations, Candlewood Suites. InterContinental Hotels Group PLC is the Group's holding company and is incorporated and registered in England and Wales. Approximately 325,000 people work across IHG's hotels and corporate offices globally. [www.ihgplc.com](http://www.ihgplc.com)

## **ABOUT EUROPA-CENTER REAL ESTATE GROUP**

The EUROPA-CENTER Real Estate Group, headquartered in Hamburg, is an investor, developer and portfolio holder of high-quality and sustainable office and commercial buildings, hotels, business apartments, logistics and commercial halls. Under the EUROPA-CENTER brand, 27 buildings with a construction volume of approximately 395,000 m<sup>2</sup> have been developed to date. In addition to the growing locations in Hamburg, Barcelona, Berlin, Bremen, Essen and Frankfurt, new, additional locations are being acquired in Düsseldorf, Hanover, Cologne, Lisbon, Madrid and Munich. [www.europa-center.de](http://www.europa-center.de)