

# PRESS RELEASE

Hamburg, 4th May 2016

## **SIX TAKEOVERS AND 890 ROOMS AT ONCE**

**THANKS TO SIX ADDITIONAL SIGNINGS, THE HOTEL CHAIN IS NOW REPRESENTED IN 25 LOCATIONS IN EUROPE. WITH PROPERTIES IN MUNICH, WIESBADEN, STUTTGART, ASCHAFFENBURG, KIEL AND AMSTERDAM, THE NOVUM HOTEL GROUP INCREASES ITS PORTFOLIO TO 80 HOTELS WITH OVER 7.500 ROOMS.**

The set goal of '85 hotels by 2020' has drawn considerably closer in the last week of April. Thanks to an effective expansion strategy, our own Expansions team and the professional support of external advisors throughout Europe, the NOVUM Hotel Group can set new goals and now estimates a portfolio of 150 hotels by the year 2020.

The 'Novum Select Hotel City Harbour' in Amsterdam, in which 245 rooms will be established in the 4-star segment, is a further hotspot in Europe. This development, in another neighbouring country, is a significant success for the European expansion of the NOVUM Hotel Group. Technical innovations, straight-line design as well as wellness facilities in public areas characterize this high-quality 4-star city hotel and the newly introduced brand 'NOVUM Select'. The brand will continue being in tune with the times, offering modern equipment and a broad range of business services to our guests.

'We are thrilled about the progress of our expansion and are confidently looking forward to further acquisitions. As part of our European expansion, we we are now focusing on franchise cooperation. When it comes to franchising, we want to establish ourselves as a leading group and as such, set new standards', says David Etmenan, CEO and Owner of the NOVUM Group.

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### ABOUT THE NOVUM HOTEL GROUP

With currently 80 hotels and more than 7.500 rooms in 25 different cities European-wide, the family owned NOVUM Hotel Group is among of the top 10 biggest hotel groups in Germany.

Foundation took place in 1988 and since 2004, the company has been growing steadily. Under the direction of David Etmenan, the NOVUM Hotel Group has been delivering extraordinary results. The hotels are 3 and 4 star items, which are operated under three individual brands.



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Further information on the NOVUM Hotel Group can be found at

<http://www.novum-hotels.de/>