



NH COLLECTION

HOTELS

Feel the place connecting with the city's soul.  
Feel inspired by the eclectic elegant atmosphere.  
Feel unique rejoicing in outstanding service.  
Get ready to feel.

**feel**  
the extraordinary

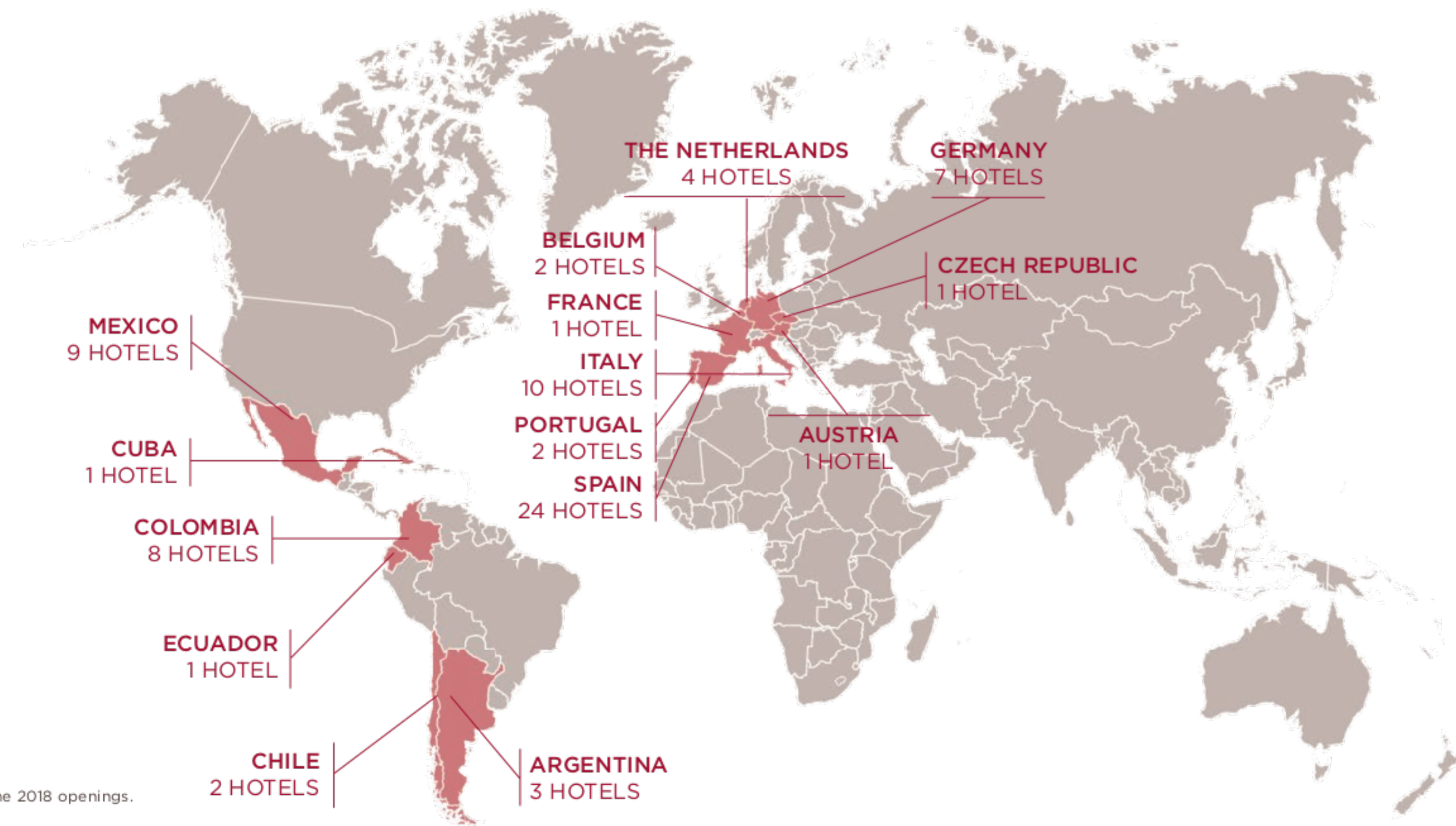
# NH Collection: Our presence in the world

15 COUNTRIES · 76 HOTELS

A Coruña · Amalfi · Amsterdam · Aranjuez · Avilés · Barranquilla · Berlin · Bogotá · Brussels · Buenos Aires · Burgos · Cáceres · Cartagena · Cologne · Córdoba · Dresden · Eindhoven · Frankfurt · Florence · Genoa · Granada · Guadalajara · Havana · Hamburg · León (México) · León (Spain) · Lisbon · Madrid · Marseille · Medellín · Mexico City · Milan · Monterrey · Nuremberg · Olomouc · Oporto · Quito · Rome · San Sebastián · Santiago de Chile · Santiago de Compostela · Seville · Taormina · Turin · Venice · Vienna · Vigo · Zaragoza

NEW HOTELS COMING SOON

Antwerp · Chile · Frankfurt · Madrid · Mérida · Milan · Monterrey · Murano · Rome · Salamanca · Santander · Valencia



The data includes the 2018 openings.



Established in 2014 in the upper-upscale segment, NH Collection has hotels in the best possible locations in the main capital cities of Europe and Latin America.

Hotels purposely designed for both business and leisure travelers who want to make the most of their visit.

Charming hotels with a boutique flair that will surprise you and exceed your expectations.

The NH Collection Hotels team pays great attention to detail creating extraordinary experiences that guests would not only enjoy reliving but would even like to take home with them.

NH Collection provides inspiring, flexible and appropriate zones for all Meeting and Event activities, to enable the attendees to develop the highest level of creativity and enjoyment.





NH Collection Barcelona Constanza



NH Collection Amsterdam Grand Hotel Krasnapolsky

## Vision

The most desired and unique hospitality choice for worldly-wise travelers that play in the main cities of Europe and Latin America, whether they are travelling for business or leisure.



NH Collection Brussels Centre



NH Collection Monterrey

## Mission

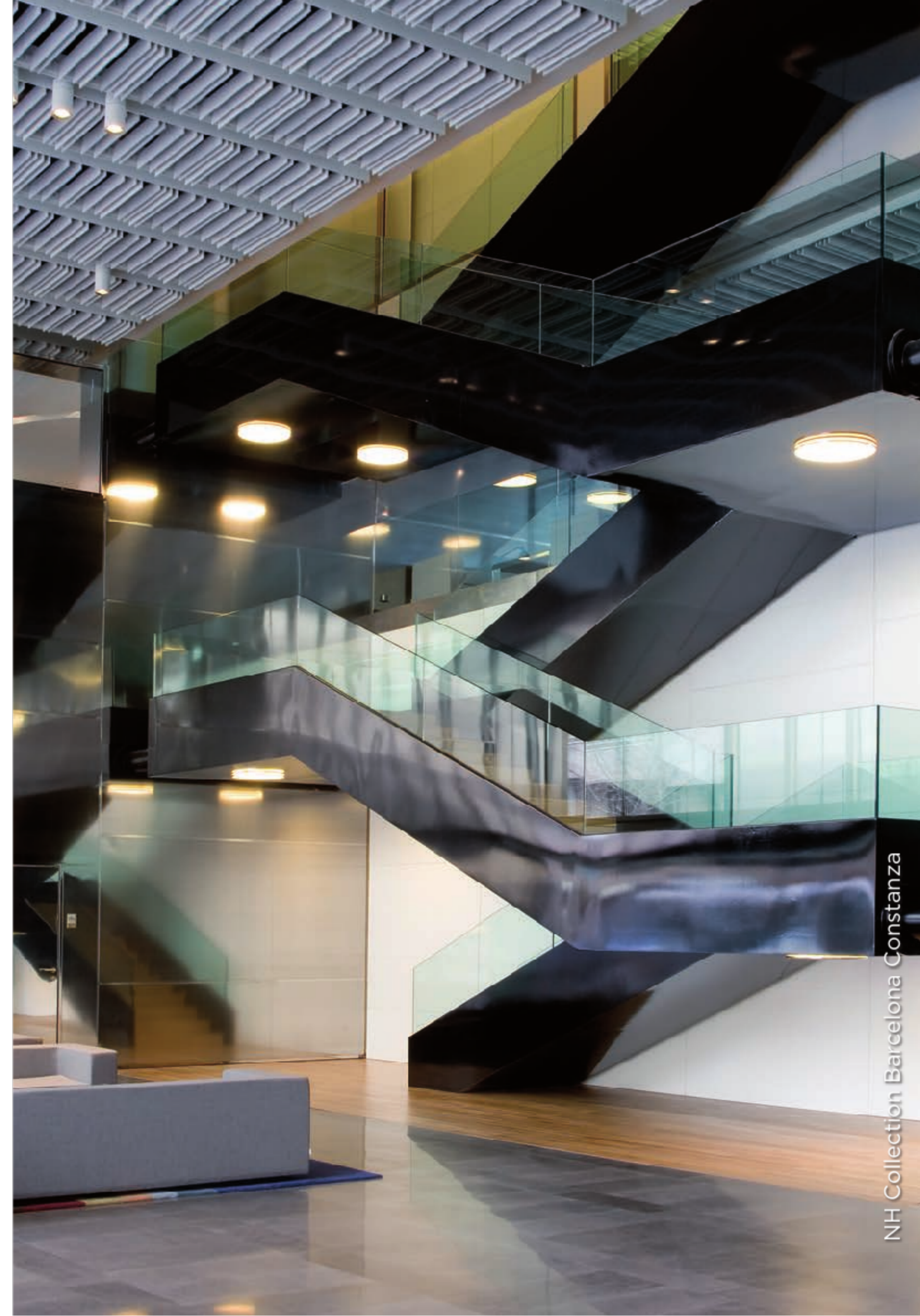
Beyond our guests' expectations and leading changes with a wise and surprising over deliver, we build authentic hospitality experiences through creative and innovative approaches that make them feel extraordinary moments.



NH Collection Amistad Córdoba



NH Collection Firenze Porta Rossa



NH Collection Barcelona Constanza



NH Collection Madrid Suecia



NH Collection Grand Hotel Convento di Amalfi



NH Collection Madrid Eurobuilding



## Brand essence

A stay driven by extraordinary feelings.

NH Collection Madrid Eurobuilding

# Ultimate expression

At the beating heart of the NH Collection  
experience **feel** is the main idea  
and it guides all we do.





## Our customer

### **BUSINESS and LEISURE**

Savvy consumers that trade up to premium products in sectors they care about and where they see value in spending more.

They seek personal attention, superior services and premium facilities in key international destinations and city center locations.

### **MEETINGS**

Intermediary and direct bookers, attendants with very sensible regards to technological and digital facilities. For representative professional events that require a different environment with a distinctive touch.




## Our team Our asset

Always one step ahead,  
always beyond the ordinary.

Behind an extraordinary experience  
there is a professional and dedicated  
team, giving their best, building  
unique experiences where unexpected  
and little gestures make the difference.





# Brand Operational Promises

## **ALWAYS YES and ONE STEP AHEAD**

We adapt to every client and moment. We care for what makes a difference, we are obsessed to go always beyond.

## **BEYOND ALL YOU NEED AND WANT**

We take care of what you need for your stay, don't bring what you will already get.

## **EXTRAORDINARY BRILLIANT BASICS**

A wise over-delivery that exceeds all expectations because everything has been uncommonly thought out for you.

## **HIGH SUPERIOR CONNECTIVITY**

Easy high speed Wi-Fi service for a truly smooth connection.

## **WORLD CLASS FITNESS AREAS**

Top of the line equipment for a perfect fit.

## **LAZY SUNDAYS**

Enjoy late breakfast and suitable late check out.

## **LOOK GREAT**

Always impeccable by using our complimentary ironing and express laundry service.

## **HEALTHY AND VARIED FOOD AT ANY TIME**

We provide the best, varied and healthy food whenever you want.

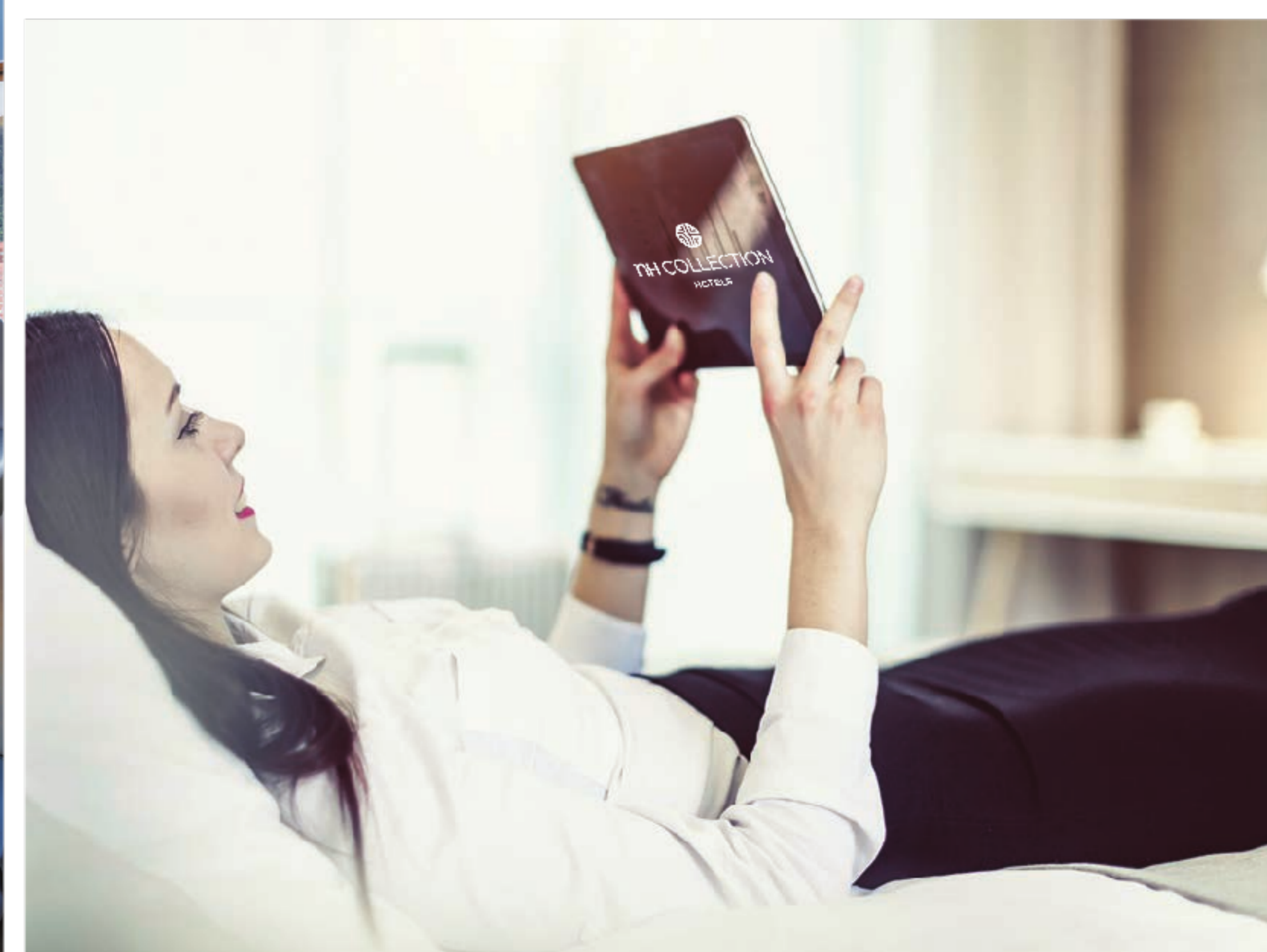
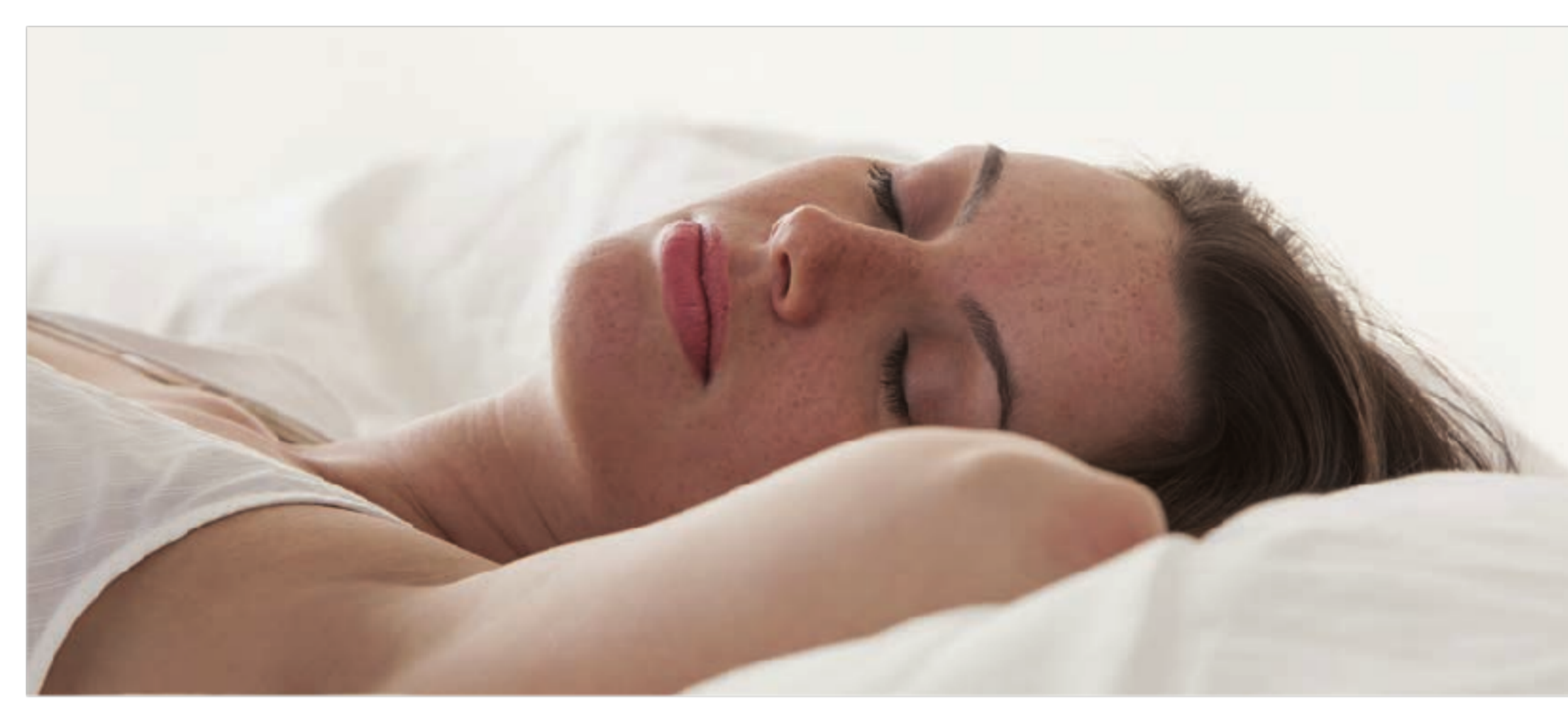
## **LEADING ECO-EFFICIENCY**

We use innovation and eco-efficiency to guarantee a healthy & revitalizing stay while contributing and caring for the planet.

## **WORLD FAMOUS NH COLLECTION BREAKFAST**

The best selection of raw material food, with freshly made products and a corner with local dishes.





**NH MEETINGS**  
inspire. create. enjoy.

## Meetings & Events Operational Promises

BECAUSE WE KNOW HOW TO CREATE SINGULAR AND TAILOR-MADE EVENTS FOR COMPANIES, PROVIDING ALL THE SERVICES THEY VALUE THE MOST FOR THEIR MEETINGS, CONVENTIONS OR BUSINESS TRIPS.

### 1. AMBASSADOR SERVICE

Our Ambassador Service upgrades the NH Meetings experience by ensuring that we are living up to the client's expectations and guaranteeing successful events.

### 2. SPECIALIZED ADVISORY SERVICE

NH Group Sales Offices are organized for our customers' needs at the heart of the sales process, so by enhancing our teams' expertise, we guarantee successful meetings and events.

- 37 years in the industry.
- More than 100,000 meetings hosted last year.
- Almost 3 million attendees hosted last year.

### 3. CUSTOMIZED PROFESSIONAL RESPONSE

We know how important it is to get an accurate and competitive quote. We will contact you to assess your needs in depth, based on which we'll provide you our very best offer, including price, availability and terms & conditions.

### 4. FREE, EASY Wi-Fi

Connecting guests through easy Internet access in rooms, meeting rooms and common areas is just 2 clicks away. We offer ad-hoc solutions for every event connectivity need, from professional Internet use, to live streaming for events of any size. Moreover, we offer live telepresence, connecting two or more hotels through live streaming and holographic technology.

### 5. TEMPTING BREAKS

Our chefs use only the freshest natural ingredients, so attendees can thoroughly enjoy all the breaks and return with full of energy to their meetings. Our exquisite presentation makes our coffee breaks even more tempting for our guests. Imagine a totally customized coffee break, tempting, inspiring & recreational.

### 6. ECO-FRIENDLY MEETINGS & EVENTS

We are a renowned green-award winning company. Moreover, NH was the first hotel chain to offer its clients the possibility of reducing their events' carbon footprint by enabling them to collaborate with international projects that tackle climate change and protect biodiversity.

### 7. ALWAYS YES

In NH we are proud to serve our customers, so we are committed to deliver the best service.

### 8. HIGH TECH MADE EASY

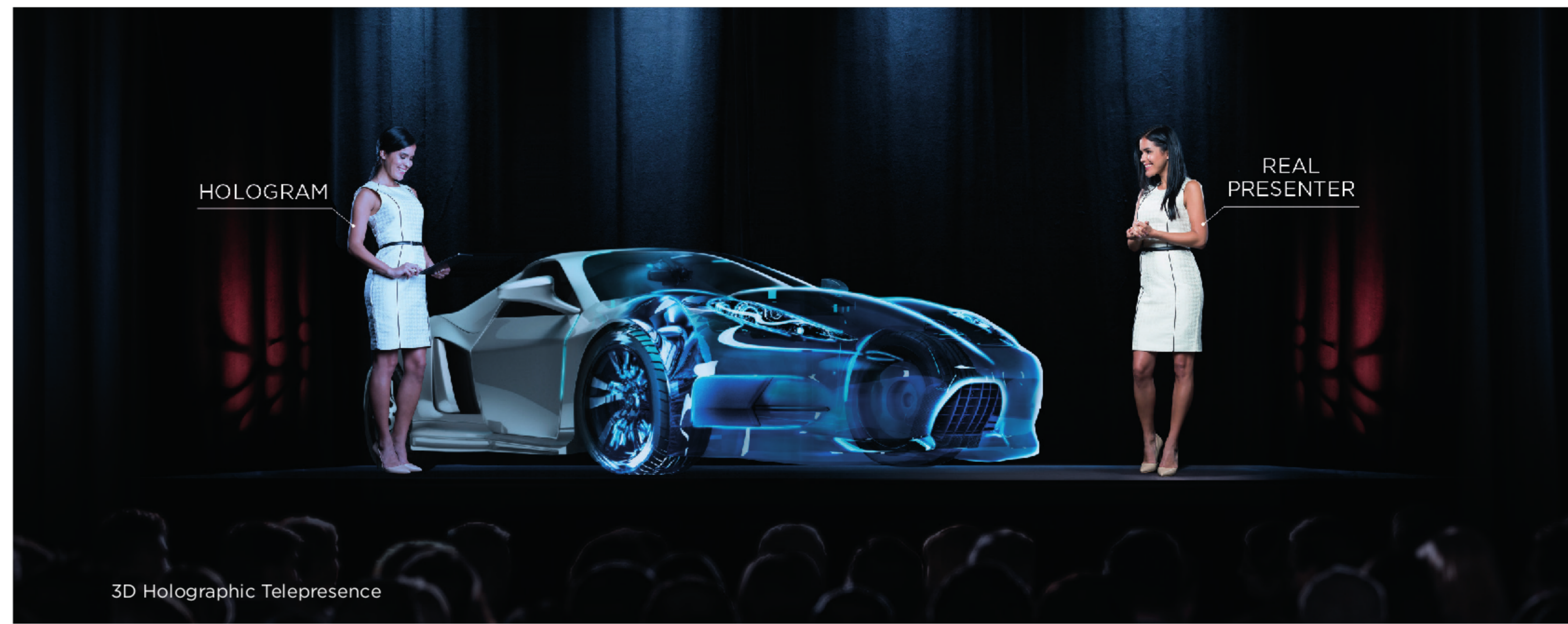
From our modern, flexible spaces to leading conferencing services, guests have a wide range of possibilities.

**High impact events:** Powered by the world's leading holographic projection technology. Bring products and ideas to life with state-of-the-art 3D graphic projections that enable guests to be in two places at the same time with our full size Holographic Telepresence.

**High performance meetings:** Powered by the SMART Room System™ for Microsoft Skype for business online, virtual and visual collaboration solutions.



Tempting Breaks



HOLOGRAM

REAL PRESENTER

3D Holographic Telepresence



# Excellent Managers

INVESTING IN NH COLLECTION MEANS BEING ABLE TO BENEFIT FROM ALL THE NH HOTEL GROUP'S STRENGTHS

## EXPERIENCE

35 years as a global hotel operator.

## FLEXIBILITY

Our major competitive advantage is our flexible business model. Finding unique solutions for your needs.

## EXCELLENT OPERATING MARGINS

Setting us apart in the hotel industry by our excellence in the management of margins (average 40% GOP).

## AN EFFICIENT GLOBAL SALES FORCE

- More than 700 sales professionals in 30 countries.
- Global reservation centers.
- Operating in all relevant distribution channels (consortiums, TMCs, OTA, GDS, TTOO, etc.) with specialist teams.

## REVENUE MANAGEMENT

- Cutting edge tools: short term and strategy forecasting, competitive benchmark pricing automation.
- Dynamic pricing.
- Strategic pricing.
- Competition.

## E-COMMERCE

Continuously enhancing growth and customer management through electronic channels.  
[www.nh-hotels.com](http://www.nh-hotels.com)

## LOYALTY PROGRAM

With over 4.5 M. members this program is one of the NH Hotel Group's strategic foundations.

## HIGHEST LEVEL OF SERVICE

As a strategic foundation and competitive advantage.

- Quality focus online.
- Customer service.
- Quality department.

## CENTRALIZED PURCHASING PLATFORM

Our centralized purchasing platform allows us to reduce costs thanks to the most competitive agreements with global and local providers. We offer access to a purchasing system, which is fully integrated into the Back-Office (SAP).

With an easy-to-use electronic catalogue you can manage your provisioning simply and efficiently.

## TECHNICAL SERVICE. HIGH-LEVEL ADVICE

Our team of architects specialized in the hotel sector are available to you.

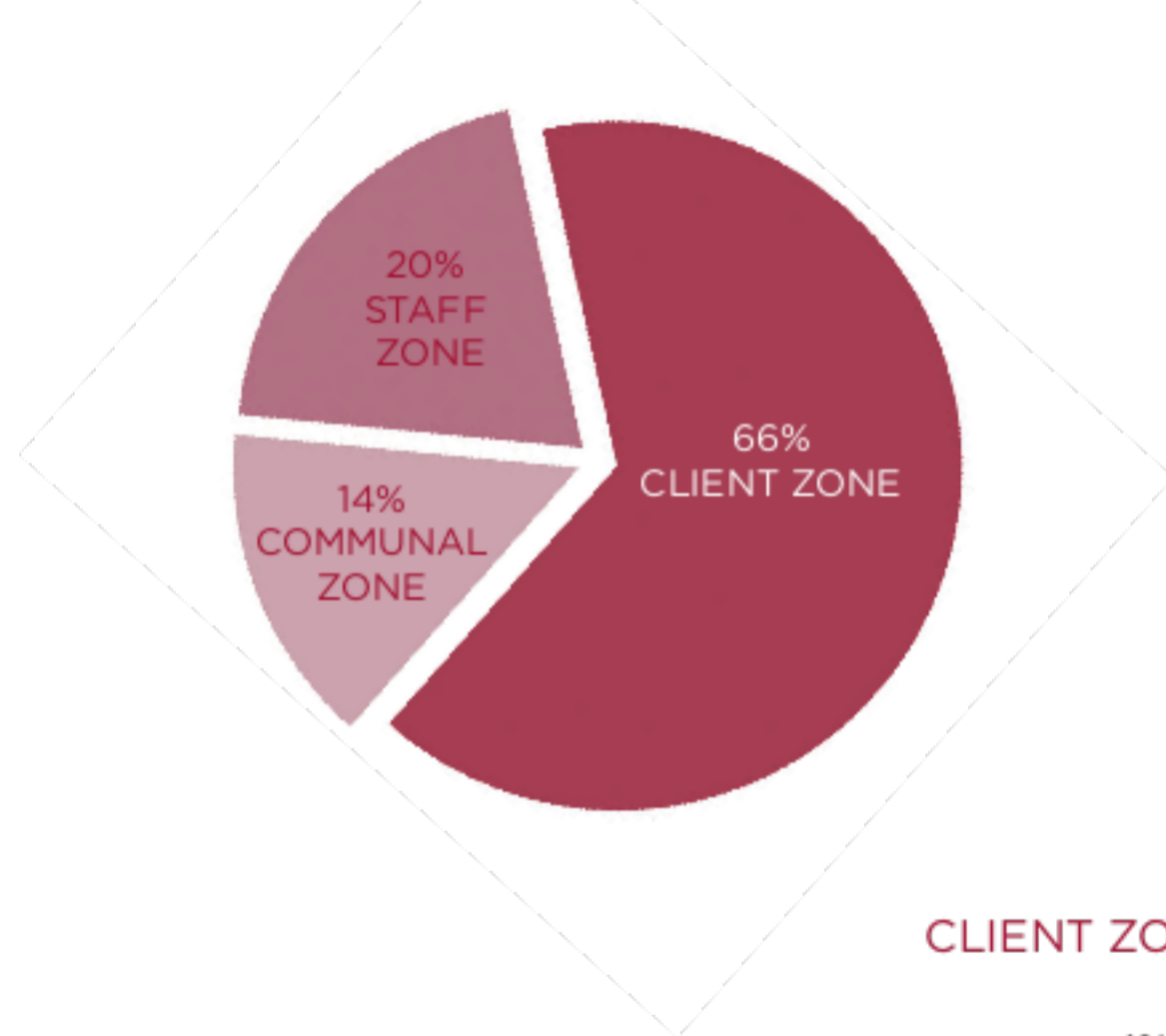
They can help you to fully maximize your project, from the conceptual design and project development, right up to its implementation.



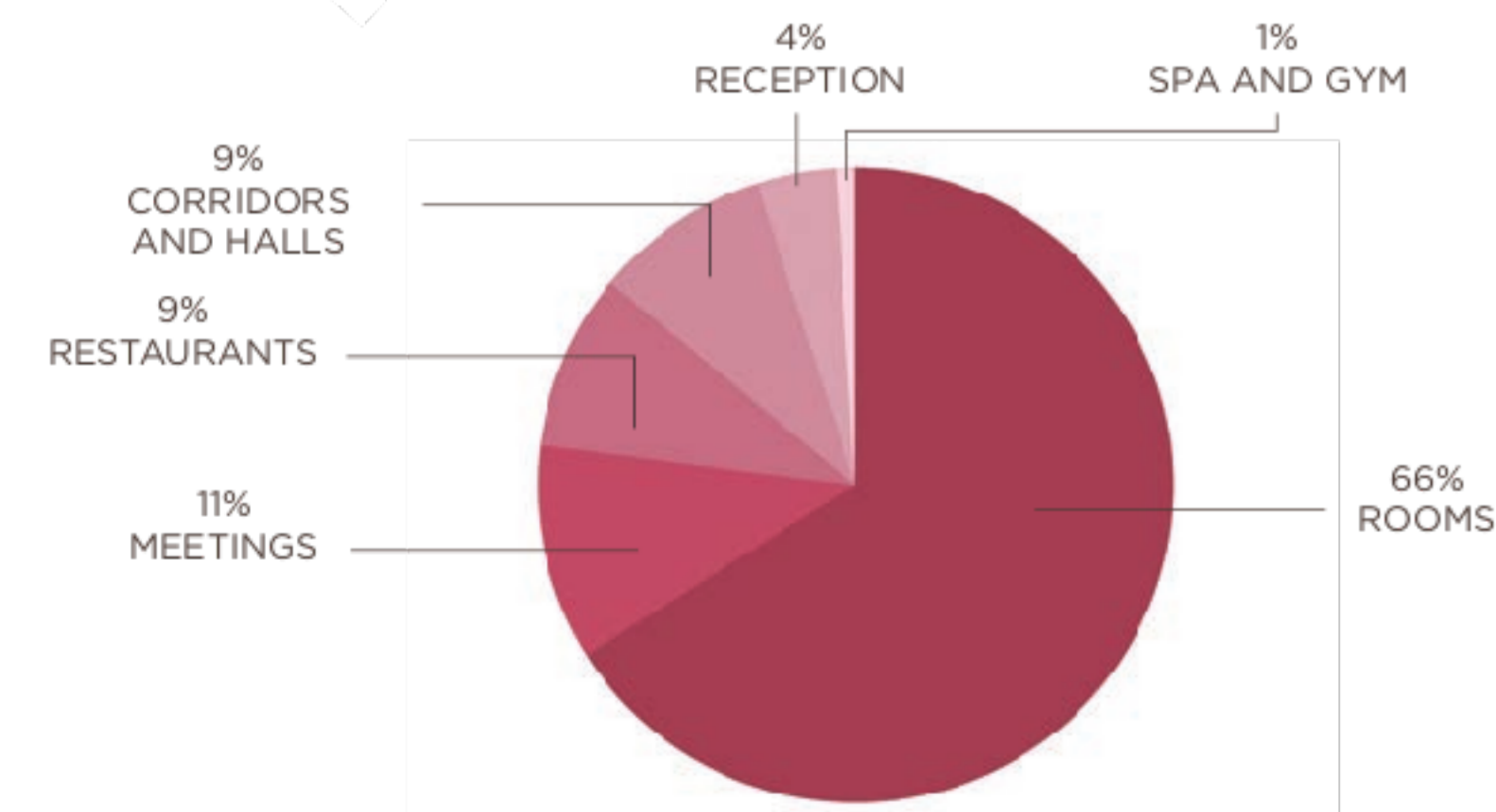
# The hotel

EVERY SINGLE SQUARE METER IS PUT TO GOOD USE

LAYOUT OF THE MAIN AREAS IN AN NH COLLECTION HOTEL



CLIENT ZONE DETAILS



**EXTERIOR:** Stylish and easily visible outdoor signage projects thanks to the magnificent locations in both historic and contemporary buildings.



**LOBBY:** Zones with carefully planned lighting, spaces connected harmoniously by furniture and an atmosphere brimming with quality. Free of visual obstructions and without orientation and transit barriers, thus enabling hotel life emerges spontaneously.



**LOUNGE:** With an entrance directly from the lobby, a private and reserved zone where the quality interior decorating materials and projects are immediately perceived.



**BAR/CAFETERIA:** Zones with their own charm and separate from the restaurant. Directly connected to the hotel's exterior, they are the window to the city's charming views. They are meeting points for those on business or on holiday.



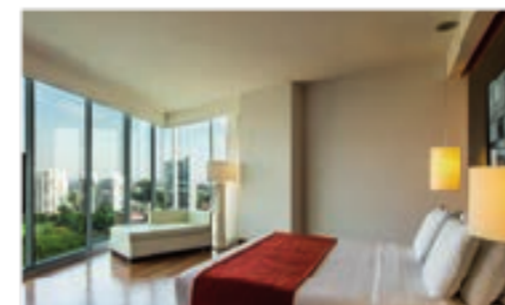
**BREAKFAST ROOM/RESTAURANT ZONE:** Amazing cuisine on offer that surprises because the options go well beyond the clients' expectations. Presented in flexible and ambivalent zones that are used either for public or private hotel events. Signature restaurants or gourmet zones that make the hotel stand out above the competition.



**MEETINGS:** Every aspect of the room is thought out to ensure that the event is a success. The best technology and the convenience and comfort of the furniture plus our unique coffee breaks, all serve to personalize the event and ensure that it is tailor-made to the requirements of each group, in an area that can be adapted to different arrangements and layout possibilities.



**ROOMS:** Spacious, warm and designed in such a way that guests are encouraged to relax. Elements that imbue the rooms with their own identity, such as full-length mirrors, designer wash basins, rainfall-effect showers, 46" TV, wooden floors and headboards all give the rooms a distinct and original design that is associated with our brand. Carefully thought out work zones with plug and lighting facilities to give clients everything they might require. A new concept of rest, with different pillows, eiderdown and a 33 cm. mattress with extra topper for maximum comfort.

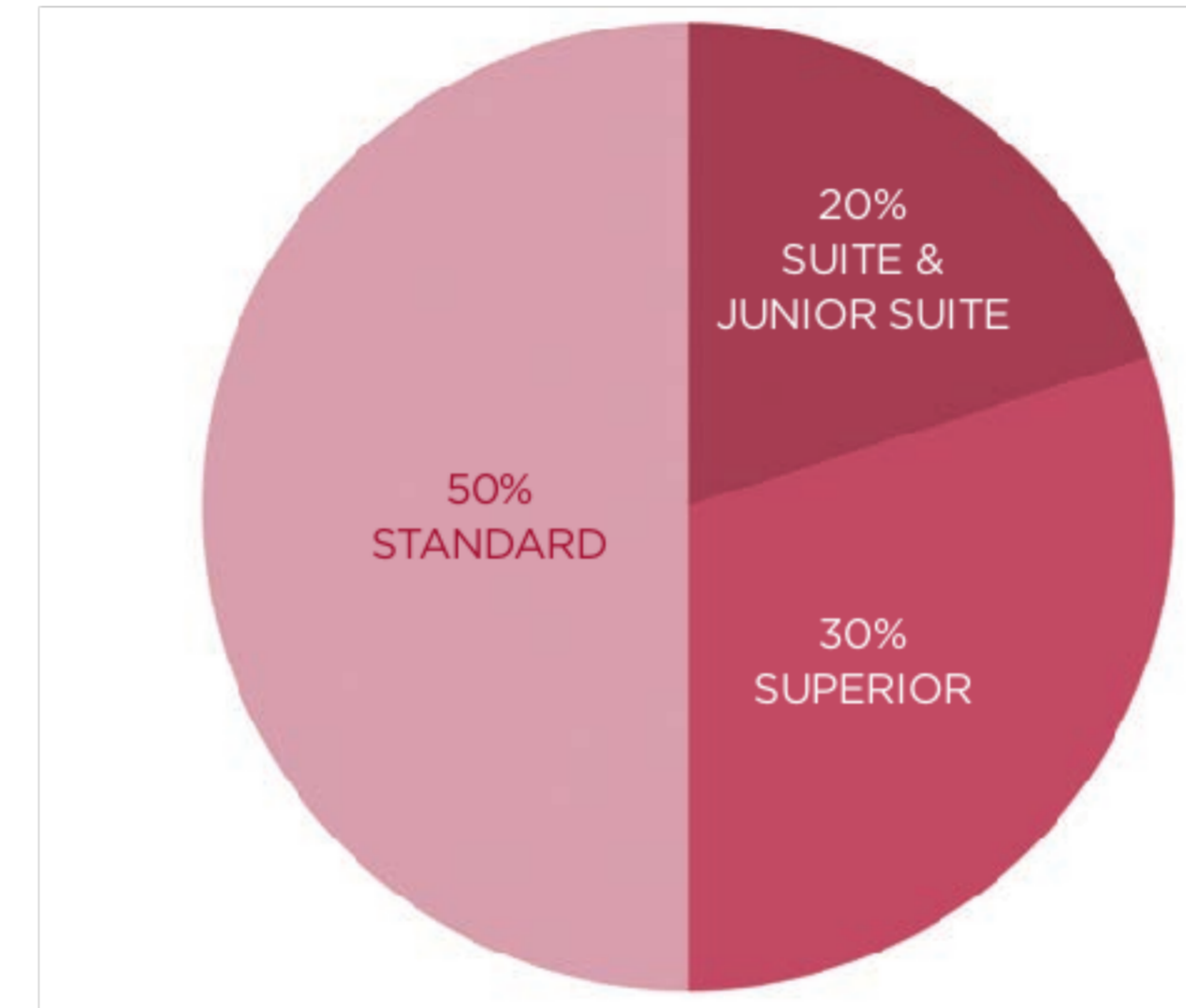


**FITNESS CENTRE:** Fully equipped with the latest technology and with a complete range of spaces.



# The rooms

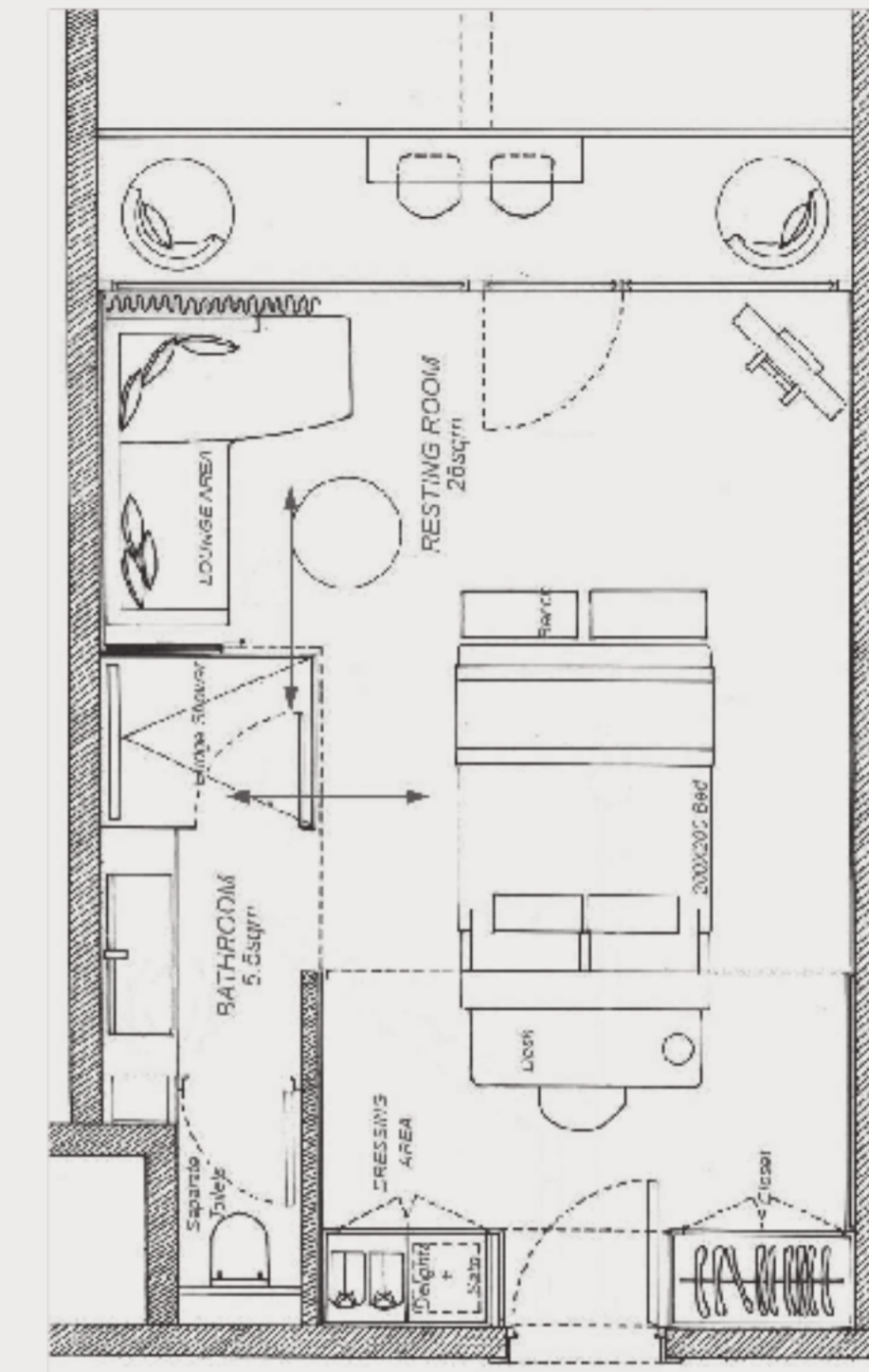
NH COLLECTION ROOM MIX



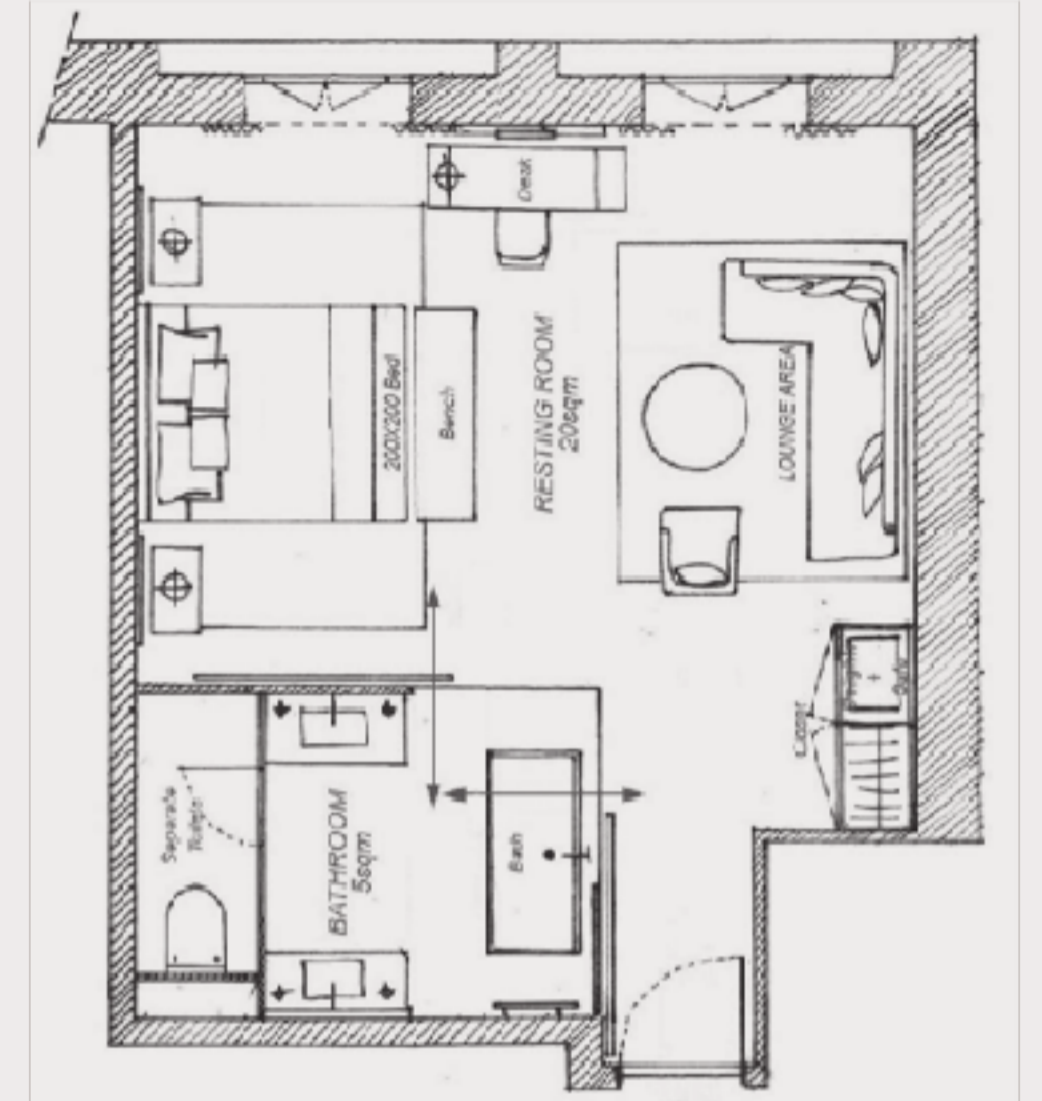
SURFACE AREAS COVERED

Standard	24 m <sup>2</sup> <----> 35 m <sup>2</sup>
Superior	35 m <sup>2</sup> <----> 40 m <sup>2</sup>
Junior Suite	40 m <sup>2</sup> <----> 50 m <sup>2</sup>
Suite	50 m <sup>2</sup> <----> 100 m <sup>2</sup>

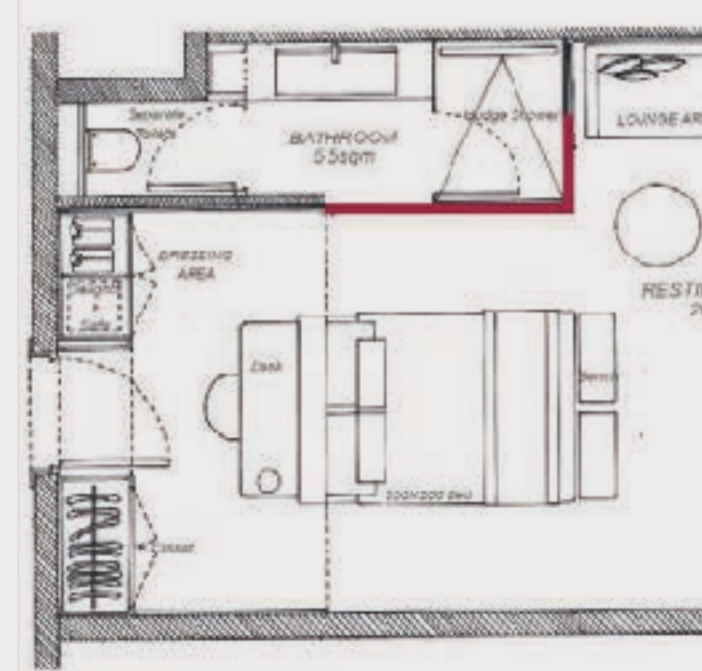
NEW BUILDING



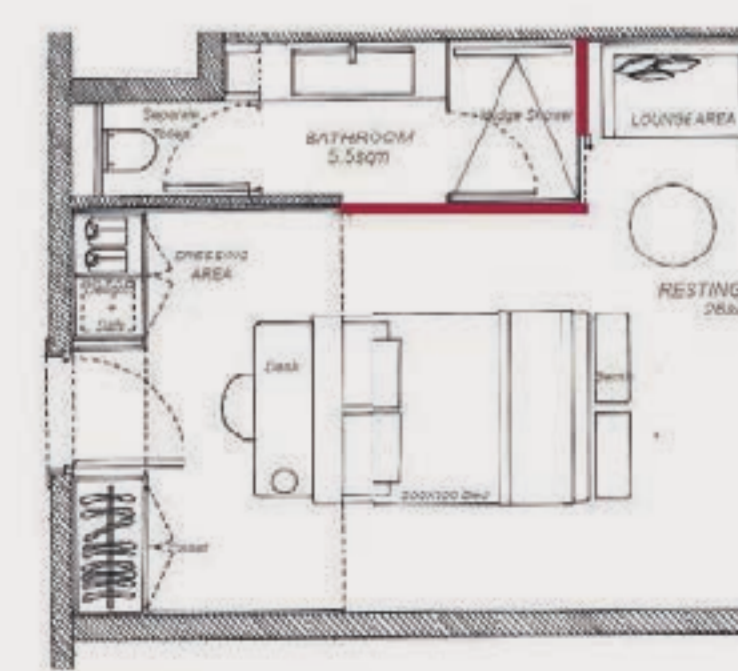
CONVERSION



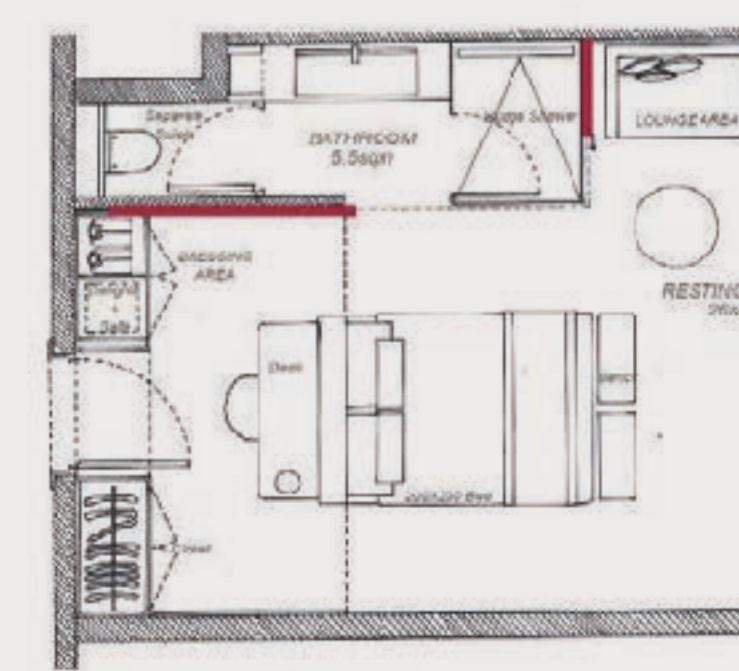
CLOSED BATHROOM



OPEN SHOWER



OPEN SHOWER & BATHROOM



Feel the place connecting with the city's soul. Feel inspired by the eclectic elegant atmosphere. Feel unique rejoicing in Outstanding service. Get ready to feel.

**feel**  
the extraordinary



NH Collection Amsterdam Grand Hotel Krasnapolsky



NH Collection Barcelona Gran Hotel Calderón



NH Collection Madrid Palacio de Teba



NH Collection Venezia Palazzo Barocci

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## WEBSITES OF INTEREST:

Commercial Website: [nh-collection.com](http://nh-collection.com)  
Company Website: [corporate.nh-hotels.com](http://corporate.nh-hotels.com)  
Environmental Website: [medioambiente.nh-hoteles.es/en](http://medioambiente.nh-hoteles.es/en)

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