

Press release
November 2022



The most anticipated hotel openings in 2023

Accor's new hotels in Northern Europe

From Raffles London at The OWO, one of the most hotly anticipated luxury openings in the world, to the renovation of a 20th century mansion house in Cozieni, Romania, Accor has exciting openings and ambitious plans for 2023. Discover Europe differently with exciting openings in new and much-loved destinations, from Copenhagen to Montenegro, Vienna to Tirana. Accor's most anticipated openings from ultra-luxury to affordable budget breaks cater to every travel trend, from city celebrants wanting to re-immense themselves in the thrills of cosmopolitan culture to well-being travelers seeking forest escapes and mindful travel.

Discover new destinations, revisit those you love, immerse yourself in the local culture and enjoy authentic gastronomy. Travel and experience more with Accor's new hotels across Northern Europe.

Exciting destinations include: London, UK; Vienna, Austria; Copenhagen, Denmark; Bredene, Belgium; Hamburg and Bielefeld, Germany; Warsaw, Karpacz and Wrocław in Poland; Lake Balaton and Budapest, Hungary; Okol, Bulgaria; Iron Gates National Park and Cozieni, Romania; Tbilisi, Georgia; Kolasin, Montenegro and Tirana, Albania.

Luxury Brands

Raffles London at The OWO – UK

Opening Spring 2023



Iconic Location, Iconic Brand: Launching next spring, the historic Old War Office building will be transformed into Raffles London at The OWO, creating a new hospitality destination in the heart of Whitehall. Featuring 120 rooms and suites, 85 residences, nine restaurants and three bars, including three restaurants from Michelin-starred Mauro Colagreco and an extensive spa & health club in partnership with Guerlain and leading movement experts PILLAR, this once-in-a-lifetime restoration will open this storied building to Londoners and international guests for the first time in its 100-year history.

Facts at a glance:

- 120 rooms and suites
- 85 unique branded residences
- 9 restaurants and 3 bars
- GUERLAIN branded spa & PILLAR Wellbeing

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Premium Brands

Mövenpick Wrocław – Poland

Opening Summer 2023



Historic Symbol of Wrocław: Located opposite the Main Railway Station, before known as Hotel du Nord, the hotel was built in 1903 and became one of the city's finest hotels at the time.

Favorable Location: The hotel is one of the first places passengers exiting the city's main station would catch a glimpse of. The revitalized Grand Hotel, future Movenpick Wrocław, will become one of the brightest openings in the region next year.

Facts at a glance:

- 177 rooms
- Restaurant & Bar, Lobby Lounge
- Meeting rooms
- Fitness center & SPA
- Underground parking

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Pullman Okol Resort Golf & Spa – Bulgaria

Opening Summer 2023



Pullman Debuts in Bulgaria: The hotel is situated just 30 km southeast of Sofia city and only 20 minutes away from one of the biggest ski resorts in Bulgaria – Borovets.

Nature Retreat: Surrounded by beautiful parkland, Pullman Okol Golf Resort & Spa is part of the OKOL Lake Park project on the edge of Iskar Lake, to the south east of Sofia. The hotel's design is inspired by the surrounding nature and Bulgarian cultural heritage.

Facts at a glance:

- 140 high-class rooms
- 40 Branded residences
- World-class restaurants
- Luxurious SPA center
- Modern fitness facilities
- Spacious MICE area

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Sanssouci Karpacz - MGallery – Poland

Opening Autumn 2023



Ski Resort: Karpacz is a spa town and ski resort in southwestern Poland, and one of the most important centers for mountain hiking and skiing, including ski jumping.

Historic Hotel: The new hotel will open following redevelopment and extension of the historic Sanssouci Hotel Karpacz, which was built in the early 20th century, and will offer a beautiful panoramic view of the area.

Facts at a glance:

- 101 rooms
- Restaurant
- Conference room
- SPA & wellness area

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Swissôtel Kolasin – Montenegro

Opening Autumn 2023



Winter Sports Destination: The premium Swissôtel in Montenegro, located in the winter resort K16 of Kolasin by the magnificent mountain range of Bjelasica will be a perfect destination for winter sports lovers, offering direct access to the slopes.

First Accor property in Montenegro:

Located at 1600m above sea level, next to the ski slope, Swissôtel Resort Kolasin will perfectly blend in with the spectacular landscape. The hotel's design integrates with the natural ambiance preserving the location and capturing the essence of Swissotel's natural vitality.

Facts at a glance:

- 116 modern rooms
- Restaurant and aperitif bar
- Business space
- Ski room

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Mövenpick Balaland Resort Lake Balaton – Hungary

Opening Q1 2023



Family Getaway: The 109-room five-star hotel resort and family park in Szántód, Balaton will open in time for family holidays in 2023. The hotel will be a part of a wider project that encompasses a unique in-and-outdoor waterpark and adventure park, including over 5,000 sqm indoor facilities and 112 residential apartments.

Facts at a glance:

- 109 rooms
- Big family resort
- Waterpark and adventure park

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Swissôtel Tbilisi – Georgia

Opening Summer 2023



First Swissôtel in Georgia: The guests of the future hotel will benefit from its prime location in Tbilisi's city center, close to the National Gallery and House of Parliament, in close proximity to three city parks and key sights.

Floral Design: The interior design is distinguished by floral motifs and decorative elements, creating an oasis of calm and nature in the city centre. The opulent rooftop restaurant and bar on the 7th floor offers mesmerizing views of the city.

Facts at a glance:

- 130 rooms of various categories including the Presidential Suite
- Lobby with a lounge bar
- Rooftop restaurant & Bar
- PUROVEL SPA center with indoor pool, sauna, hammam and treatment rooms
- Fitness area
- Conference rooms and meeting rooms

[Renders](#)

Midscale Brands

Novotel Hamburg Central Station – Germany

Opening Winter 2023



Excellent Location: Located next to Hamburg's Central Station in the City Center, the hotel is perfectly located to explore the city. Within easy walking distance are the harbor area and the famous Binnenalster.

New Flagship: Whether it's a family break or a business trip, the comprehensive offer of the new Novotel will guarantee a comfortable stay. The German architectural studio Arnold / Werner is developing the interior design of the hotel, creating a bespoke public area design to compliment the brand's new flagship Sundokovy Sisters bedroom design.

Facts at a glance:

- 227 high-quality rooms
- Restaurant, Bar & Lobby bar
- Multifunctional conference rooms
- Fitness center

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Mercure Conacul Cozieni Resort – Romania

Opening Q1 2023



Nearby Cernica Lake: The hotel will be located only 19 kilometers away from Bucharest, nearby Cernica Lake, Pasărea Monastery and Pustnicu Forest. It has great accessibility from Bucharest and the International Airport by car and by bus.

Charm of Private Retreat: From a Mansion built in the beginning of 20th century for the Boyar's children, the building has been transformed into a complex featuring all the amenities required of a hotel located outside the city, becoming an oasis of recreation.

Facts at a glance:

- 75 rooms and suites
- Restaurant
- SPA area with saunas and fitness room
- Conference room for up to 300 people and multifunctional event hall
- Outdoor pool
- Kids playground
- Wine cellar

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Mercure Portile de Fier Riviera – Romania

Opening Winter 2023



Hotel on the Riviera: Located on the left bank of the Danube River, near the Serbian border, the hotel is surrounded by a quiet and picturesque natural landscape, right in the middle of the Iron Gates natural park.

Facts at a glance:

- 70 elegantly designed rooms and suites
- Restaurant, Bar and Privilege lounge
- 250 sqm conference hall, two small meeting rooms and a foyer
- SPA & wellness area
- Outdoor pool

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Novotel Tbilisi Center – Georgia

Opening Summer 2023



Modern Architecture: Located in Avlabari, a neighborhood of Old Tbilisi on the left bank of the Kura River, the new hotel attracts attention thanks to its modern and minimalistic design, and offers incredible views of the well-known sights of Tbilisi.

Sundukovy Sisters' Design Concept:

Designed to blend business with pleasure, this concept mixes well-being among unique 'co-living' spaces that embrace lively, social surroundings, current trends and timeless comforts. The new hotel is soon to become a new bright addition to the hotel map of Tbilisi.

Facts at a glance:

- 176 modern rooms
- Multifunctional conference center
- Rooftop pool and bar
- Fitness area
- Restaurant with views of the city
- Lobby bar

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Economy Brands

ibis Styles Tirana – Albania

Opening Spring 2023



First ibis Styles in Albania: ibis Styles Tirana Entry Hotel will open in the capital of Albania, a vibrant, dynamic city, perfect for the creative ibis Styles brand. The hotel be a part of a multi-use complex consisting also of two, eight-floor residential buildings.

Facts at a glance:

- 75 comfortable, modern and thematic guest rooms
- Restaurant
- Relaxation bar lounge with a pool located on the top floor

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ibis Styles Copenhagen Ørestad – Denmark

Opening Q1 2023



ibis Styles Debut in Denmark: This hotel is designed to combine urban living with the serenity of nature. The vibrant statement interior design juxtaposes these two themes – in stark and brilliant contrast.

Amager Island: The stylish design hotel is ideally located within the vibrant, island Amager district near Copenhagen city centre. Situated within the popular Nest45 project, this hotel is nestled within an eye-catching hub of offices and small businesses on the edge of Copenhagen. Ideally located for the buzz of the city and nature and beaches of the island.

Facts at a glance:

- 186 rooms
- Restaurant and bar
- Outdoor gym
- Roof terrace

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ibis Styles Bielefeld – Germany

Opening Q1 2023

New ibis Styles in Germany: The hotel's ideal location in the center of Bielefeld makes it easy to reach the old town with its lively pedestrian zone, lovely cafes, old market square and diverse city culture. In addition to the Stadttheater, which inspires the hotel's design, the historic Sparrenburg is also worth a visit and has a spectacular panoramic view from the top of the tower.

All the World's a Stage: As all ibis Styles, the hotel will have a unique and creative design individually developed for each property – this time it will be under motto "Theater", as the

hotel will open within close proximity to Theater Bielefeld.

The different hotel areas will be thematically assigned to the areas in the theater, including "Back stage" and "Front Stage".

Facts at a glance:

- 150 rooms
- Lobby and lounge areas
- Breakfast room
- Bar

ibis Styles Bredene – Belgium

Opening Summer 2023



Surf's Up: Bredene is a sea side resort at the Belgian Coast, known for its water sports and lots of championships on various disciplines organised there regularly. No wonder that the theme of the hotel individual design is "Surfs Up!". In addition to water sport contribution, it also refers to the feeling of excitement and positivity – which the ibis Styles brand is all about. The chosen theme creates a summery, relaxed and welcoming feeling.

Facts at a glance:

- 81 rooms
- Lobby and lounge areas
- Restaurant and Bar

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ibis Budapest Liberty – Hungary

Opening Summer 2023



Dual-Branded TRIBE and ibis hotel: The new hotel will become a new great addition the thriving city of Budapest. The ibis hotel features the brand's latest Urban Plaza design concept, and rooms accommodating up to six guests.

Plaza Design Concept: Simplicity has never been so comfortable – 166 rooms at the new ibis will be designed in the brand's modern and urban Plaza design concept – sleek, industrial, and comfortable. A cosmopolitan space to meet, play, work and relax – the Plaza public space is designed to be an open and inviting living space offering vibrant and modern hospitality.

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greet Wien City Nord – Austria

Opening Q1 2023



Greetings from Vienna: The greet brand was founded in 2019, offering a fresh and upcycled approach to interior design which offers guests creativity, sustainability, community and affordability. This philosophy will be reflected in the new greet Wien City Nord, as well as the brand's circular economy approach – many of the supposedly "new" materials and pieces of furniture are actually second-hand, and second life and circular design is considered throughout the hotel.

Allotment Gardens: The hotel's design incorporates touches and features that remind guests about the allotment garden culture and the current trend of "urban gardening" as well as local suppliers. Inviting urban green spaces can also be found in the nearby 21st district.

Facts at a glance:

- 98 rooms
- Lobby lounge
- Restaurant

[Renders](#)

One to watch...opening 2024

Fairmont Golden Prague – Czech Republic

Opening H1 2024

Fairmont comes to Prague: Fairmont Golden Prague Hotel, an enchanting landmark hotel in the very center of this fairytale city, is just minutes from top tourist sights and designer shops as well as bustling cafes and restaurants.

The hotel is currently undergoing a complete renovation before opening its doors again in the first half of 2024 as the most exclusive five star property in town. The hotel is part of the important Old Town Gate regeneration project, revitalising the public spaces at the end of Pařížská avenue and Dvořákovo embankment.

Facts at a glance:

- 297 luxurious rooms and suites
- Extensive Fairmont Spa with indoor and outdoor pool
- 3 restaurants and 3 bars
- Grand ballroom for 400 guests

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ABOUT ACCOR

[Accor](#) is a world leading hospitality group consisting of 5,300 properties and 10,000 food and beverage venues throughout 110 countries. The Group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a joint venture, which Accor holds a majority shareholding. Ennismore is a creative hospitality company with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and more than 230,000 team members worldwide. Members benefit from the company's comprehensive loyalty program – [ALL - Accor Live Limitless](#) – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its global sustainability commitments (such as achieving Net Zero Carbon emissions by 2050, global elimination of single use plastics in its hotels' guest experience, etc.), Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability,

community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com, or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

Press Contacts

Sarah Wilson

Communications – Accor, Northern Europe

sarah.wilson@accor.com



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