

NOVOTEL DEBUTS IN GEORGIA WITH NEW HOTEL IN TBILISI

The opening in Georgia's Capital marks Accor's rapid expansion across the region



TBILISI, 30 MAY 2024 – Novotel, the globally renowned midscale hospitality brand, announces the opening of Novotel Tbilisi Center, featuring 176 rooms. The occasion heralds the arrival of Accor's founding brand to Georgia and the South Caucasus region for the first time.

Located in Avlabari, a historical district in central Tbilisi, the newly opened hotel overlooks the Old Tbilisi area and the iconic Holy Trinity Cathedral, offering a seamless blend of business and leisure offerings. The hotel's features include lively interiors, a rooftop swimming pool, charming restaurant, cosy business lounge, and well-equipped conference rooms.

Novotel stands as one of the most recognizable upper-midscale hospitality brands. With over 580 hotels in 65 countries and 165 properties in its pipeline globally, Novotel offers an extensive network of hotels for family-focussed professionals who need time to rest and reenergise whether they are traveling for business, leisure or a mix of both. Everything from the warm, modern design to the thoughtful wellbeing and entertainment offerings is oriented around blending business and pleasure to ensure a harmonious experience that leaves guests feeling both refreshed and invigorated.

Novotel Tbilisi Center is a key addition to Accor's expanding portfolio in Georgia, which now boasts nine hotels, with further expansion plans in the years ahead.

"Novotel is not only Accor's founding brand, but it is also one of the most trusted upper-midscale hospitality names in the world. It is associated with quality and comfort, as well as excellent facilities for family stays and business travel. Georgia has enormous potential for international tourism and Novotel Tbilisi Center is a perfect addition to our diverse portfolio in the country, which allows us to meet the needs of any guest, whether they are travelling from afar or nearby," said **Alexis Delaroff, Chief Operating Officer of Accor New East Europe.**

Conveniently situated on Gurdjani Street in the popular Avlabari district, Novotel Tbilisi Center enjoys proximity to the district's rich cultural and architectural heritage. The metro station is located just a few steps away from the hotel, providing easy access to major attractions. Guests can explore nearby gems such as the beautiful Queen Darejan's Palace that overlooks the Mtkvari River, the ancient Metekhi Church, as well as the Rike Park and cable car point, all within walking distance.

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Embracing harmony and balance, Novotel Tbilisi Center's interiors are reflective of the hotel's high standards of service and comfort. The **176 spacious rooms**, including stylish suites and superior rooms with enhanced accessibility, are designed with unique flair. Globally renowned design and architecture studio Sundukovy Sisters curated the distinctive style of the rooms and public spaces, using high-quality sustainable materials and the latest design trends.

The hotel's main restaurant, "**Echo**", located on the top floor, serves dishes of local and international cuisines. Its name evokes the echoes of history, culture and traditions found throughout Georgia and beyond, promising an authentic dining experience. Throughout the day, guests have the opportunity to order craft cocktails and light snacks in the cosy lobby bar located on the ground floor.

Other hotel facilities include a recreation area with a modern fitness centre, massage spaces, and a peaceful courtyard for yoga sessions. The rooftop swimming pool beckons guests to relax while enjoying panoramic views of the city and its key landmarks. For private and corporate events, Novotel Tbilisi Center offers versatile event spaces, including two meeting rooms, with plans to unveil a grand ballroom for large-scale events later in the year.

As one of the world's most-loved family hotel brands, Novotel welcomes children up to the age of 16 to stay for free in their parents' room or offers families a 50% discount on standard rates for a second room. Breakfast is also complimentary for children, who will also find plenty of toys and gadgets in the hotel lobby.

Guests staying at Novotel Tbilisi Center are welcome to enjoy a wide variety of rewards, services and experiences as part of **ALL - Accor Live Limitless**, the renowned loyalty programme that enhances the experience during and beyond each hotel stay.

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About Novotel

Novotel Hotels, Suites & Resorts offers high-quality hotels designed as comforting and energising places where guests can achieve balance in their busy lives, whether they are traveling for work, leisure or a blend of both. The brand's wide array of hotels, suites and resorts offer a multitude of services including spacious, modular rooms with natural and intuitive design; relaxed restaurants with nutritious choices; flexible workspaces; attentive and proactive staff; family zones for the youngest guests; multi-purpose lobbies; and accessible fitness centres. Novotel, which has over 580 locations in more than 65 countries is part of Accor, a world leading hospitality group counting over 5,600 properties throughout more than 110 countries. Novotel is also a participating brand in ALL - Accor Live Limitless – a lifestyle loyalty program providing access to a wide variety of rewards, services and experiences.

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