



SOFITEL BARCELONA SKIPPER
LA VIDA CHIC IN
BARCELONA

PRESS DOSSIER

S O F I T E L
BARCELONA SKIPPER



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FIRST SOFITEL IN SPAIN

Sofitel Barcelona Skipper is the first hotel of the luxury brand Sofitel – of the Accor Group – in Spain. After two years of renovation, the hotel embodies the best of Barcelona culture and lifestyle, with the French art of living. Sofitel calls it, La Vida Chic.

As Sofitel's newest flagship hotel in southern Europe, Sofitel Barcelona Skipper enjoys a privileged location, just steps away from Somorrostro Beach and the Mediterranean Sea. Modern

voyageurs will indulge in life's pleasures in Barceloneta, one of the most cosmopolitan neighbourhoods in the city, and explore the delightful Olympic Village. In this unique and evolving area – the modernity of the marina, the medieval architecture of the Gothic Quarter, and the bliss of the local beaches – all converge to create a welcoming experience of Barcelona's rich cultural life and history.



A BLEND OF PARISIAN ART DE VIVRE AND BARCELONA CULTURE

Sophistication, elegance, and modern French luxury abound at Sofitel Barcelona Skipper, inspired by Parisian apartments, Barcelona street style, and Mediterranean culture. The hotel was designed by Factoria Uda, known for its creativity and more than 20 years of expertise in hotel architecture. At Sofitel Barcelona Skipper, the designers created a harmonious blend between the brand's signature refinement, French spirit of art de vivre, and all the modernity, audacity, and hedonism for which Barcelona is known and loved.

An exuberant vertical garden - the largest in Barcelona - meets guests at the hotel's façade and promises delights within. Sofitel's signature French charm begins with a "Bienvenue" greeting upon arrival and continues with wafting fragrance, luxurious textures, elegant furnishings, and an attitude of joie de vivre.

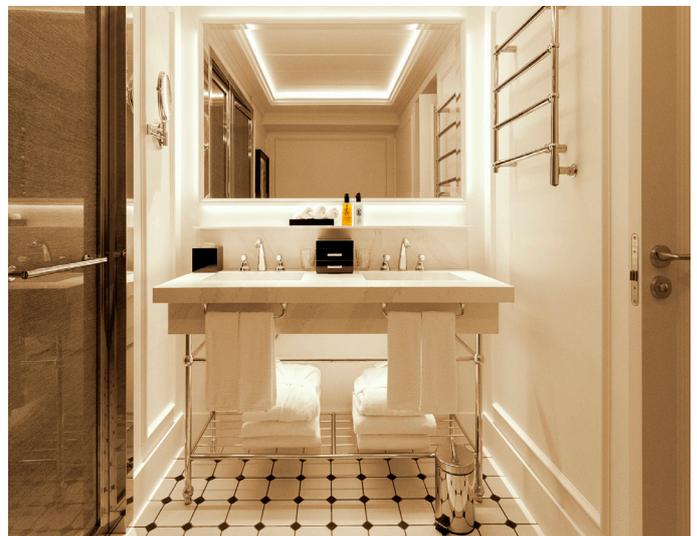


The Mediterranean blue of Barcelona shines throughout the hotel's décor, accented with the sparkling white of Parisian buildings, for a fresh marine style that balances French elegance and local luxury. Touches of retro chic are inspired by the playful spirit of Barcelona, calling to mind a glamorous era when travel was the ultimate luxury. Throughout the hotel, large bay windows provide ample natural light and spectacular views of the city, the swimming pool, the beach and Mediterranean Sea beyond.

In the 225 guestrooms, guests will discover classic Parisian features - such as herringbone oak floors, large beveled mirrors, and black & white tiled bathrooms. These details insouciantly mix with familiar motifs of Barcelona, such as the "Panots" - hexagons created by Antonio Gaudí for the floor of the famous Paseo de Gracia - which appear above the beds. At dusk, soft nightlights circling the beds are activated by sensors, and the entire hotel glows inside and out.

Sofitel's emphasis on art comes to life with the work of Catalan artists Ya Ya Tur and Mario Ruiz, who were commissioned to transform the hotel's rooms and corridors into authentic art galleries. Mario Ruiz used recycled elements from automobiles to create sculptures, while the hotel's hallways are lined with Ya Ya Tur's original paintings, framed in white lacquer.

The art gallery style continues into the Atrium of the conference and meeting area. Bathed in natural light, the space features a 360-degree fresco by artist Jordi Mir, depicting the Barcelona skyline and cultural references such as the Olympic Games and local street scenes. Meeting spaces are delineated by beautiful planters commissioned by the hotel from Bisbal del Empordà, artisans who are world-renowned for ceramic and clay crafts.





COMMITTED TO THE PLANET AND PEOPLE

Sofitel is firmly committed to the communities in which it resides, and Sofitel Barcelona Skipper has been designed to honor these commitments in terms of its sustainable operations and its corporate social responsibilities.

The building has been renovated with an efficiency system that incorporates presence detectors in the hotel and automatic temperature and air conditioning control. 82 solar panels have been installed that supply energy to the hotel. In addition, the vertical garden on the façade has a computer-controlled responsible irrigation system to avoid water waste. The swimming pools have incorporated a saline electrolysis system which avoids the use of chlorine.

The elimination of single-use plastic, new eco-friendly dry amenities, and Diptyque dispensers, all contribute to the hotel's goals of achieving Zero Waste. Guestroom mini bars are supplied with glass-bottled water and beer from local brands who are equally committed to sustainability and allocate profits to sea care projects.

Sofitel Barcelona Skipper employs a Responsible Food program with zero kilometer products. As such, 100% of the hotel's food is procured from local producers such as beef from La Bassola or Casellterçoll; fish from Boqueria fish market, cheeses from Puigcerdà; sausages from Castellterçol; and pastries from a variety of local artisanal bakeries.

Sofitel Barcelona Skipper is a champion of diversity with an equal number of female and male employees and 40% women on its executive committee. The hotel has also established collaborations with local associations for the hiring of people from vulnerable aspects of society.



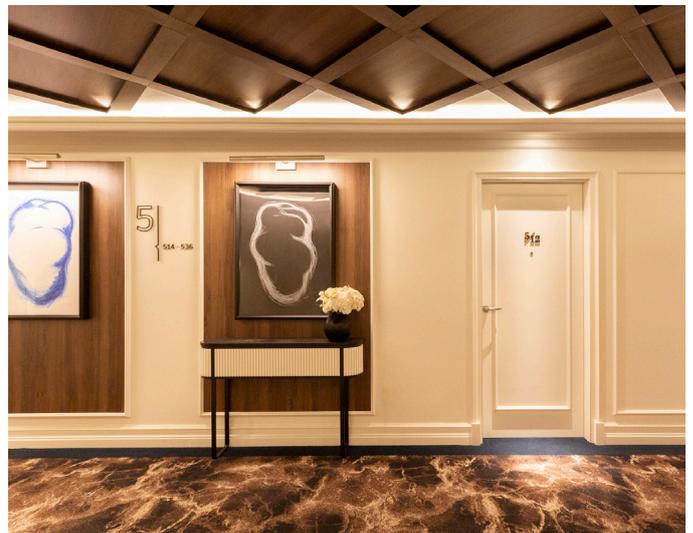
LA VIDA CHIC AT SOFITEL BARCELONA SKIPPER

Creating chic experiences for modern voyageurs to indulge in and celebrate life's pleasures sets Sofitel Barcelona Skippers apart in the city's hospitality scene. Throughout the year, the hotel hosts events to share the talents of Barcelona's literary, artistic, and musical communities, infusing the guest experience with the essence of Spanish culture. Sofitel's French roots are also celebrated with special events for guests to deepen their understanding of oenology and gastronomy.



Mediterranean life is a medley of indoor and outdoor experiences and Sofitel Barcelona Skipper is delighted to offer not one, but two terraces with swimming pools, where guests indulge in their preferred scene. The rooftop terrace offers a panoramic view of the sea in one direction and the expanse of the city in the other. Meanwhile, the garden terrace is a summertime-only treat, just a leap away from the beach, with an inspiring view of the iconic glass pyramid art gallery that provides space to exhibit the work of both local and international emerging artists.

Guests with fitness and form on their minds have access to Sofitel's state-of-the-art fitness center, with Techno Gym machines. Yoga instruction, professional fitness equipment, and modern, chic, workout areas make the fitness experience pleasurable - and moments of post workout relaxation in the sun even more rewarding.





ELEVATING TAPAS TO A GASTRONOMIC EXPERIENCE

“Come and enjoy life” is the motto of Sofitel Barcelona Skipper, where every moment, every space, and every bite is a moment of indulgence for its guests.

Famous Michelin-starred chef David Andrés is at the helm of Tendiez, the main restaurant and cocktail bar at Sofitel Barcelona Skipper. Hailing from renowned restaurants such as aBaC, Chef Andrés has turned his attention to Tendiez, where

he has designed a heartfelt menu of Mediterranean tapas based on the flavors of Barcelona and the spirit of sharing.

Chef Andrés relies on 100% local products of the highest quality that he uses to create the cuisine at Tendiez and at El Cielo, the hotel’s spectacular rooftop space and bar.



TENDIEZ TAPAS BAR&RESTAURANT

TENDIEZ Tapas Bar & Restaurant offers a 100% local experience of Barcelona's gastronomy scene at the hands of Chef David Andrés. Guests enjoy a relaxed atmosphere, classic and modern tapas, fine wines, signature cocktails, and a terrace for basking in the Mediterranean climate. The restaurant also features TENDIEZ BAR, an intimate, informal, and lively space dedicated to creative mixology and social mingling.



ROOFTOP TERRACE EL CIELO

El Cielo is 'the beating heart of Barcelona', loved by locals and a must-visit for travelers. The sprawling patio offers unrivalled views of the Mediterranean, a beautiful bar & restaurant alongside a chic swimming pool, and a lively social scene. Here is where elegance and irreverence mix effortlessly. This is the place for a drink, a bite - a place to see and to be seen, where guests meet for afternoon bites, sunset cocktails, and late nights where the DJ keeps the vibe going under the Spanish stars.

SYRAH MEDITERRANI

Syrah is a bright and inviting restaurant infused with light, offering breakfast and all-day international cuisine, made with a wide variety of fresh local products every day. With a capacity of up to 180 guests, Syrah easily accommodates large groups, meetings, corporate events, or family celebrations.



ABUNDANT SPACE FOR GATHERINGS, MEETINGS AND EVENTS

Sofitel Barcelona Skipper is the new destination of choice in Barcelona for conventions, events, and meetings for up to 800 guests. The hotel features nine elegant meeting rooms and workspaces with a total of 845sqm, as well as ample outdoor spaces.

Sofitel's popular Magnifique Meetings experience offers integrated technology and ergonomic furnishings to optimize the effectiveness of the meeting experience and promote connectivity. The hotel's signature menu is available for all banquets, social

events, weddings, and fashionable gatherings. Chef David Andrés contributes his famous flair and passion for creating custom menus with Mediterranean flavors.

Whether meeting inside or outdoors, or a creative combination of both, the Magnifique Meetings team provides an unforgettable group experience that mixes business with pleasure – ensuring close connections, smooth negotiations, and deals that are more interesting.



WELCOME FROM MATTHIAS BERNARD, GENERAL MANAGER

"We are happy to invite guests to experience Sofitel Barcelona Skipper, where new ideas and new talents are celebrated. We have created a space of natural luxury with a joyfully rebellious attitude, capturing the essence of Barcelona and Paris. Both cultures share a willingness to take risks, to transform and reinvent the classics, which is infused throughout our guest experience, for leisure as well as business travelers," said Matthias Bernard, General Manager, Sofitel Barcelona Skipper.

Matthias Bernard has led the rebranding of the hotel and supervised operations in accordance with Sofitel standards, while driving customer satisfaction, promoting the Heartist culture of Accor, and maximizing financial performance. After years holding international leadership positions in the tourism sector with luxury brands in Asia, Latin America, and Dubai, Matthias returned to Spain as EAM leading the management of the Kempinski Hotel Bahia. In his most recent role as Manager of Fairmont Grand Hotel Geneva, Matthias was actively involved in the hotel's rebranding to Fairmont and oversaw the operations, guest relations and security.

HOTEL INFORMATION

- 225 rooms - 24 suites and 1 presidential suite
- 845 m² of conference area including 9 meeting rooms
- 2 restaurants Tendiez and Syrah
- 2 bars
- 2 Blue terraces at street level and ElCielo on the rooftop
- 2 swimming pools, one on the Blue terrace open during summer and the other in ElCielo open all year
- 1 Fitness Center of 100 m²
- 20km from the airport
- 50 meters from the sea
- In the heart of the Olympic Village
- Near the main touristic and cultural attractions

ABOUT SOFITEL

Sofitel Hotels & Resorts is an ambassador of modern French style, culture and art of living around the world. Founded in 1964, Sofitel is the first international luxury hotel brand originated in France, with more than 120 elegant and distinguished hotels in the world's most sought-after destinations. Sofitel emanates a refined and understated feel of modern luxury, always combining a French touch with the best of the destination. The Sofitel collection includes such notable hotels as Sofitel Paris Le Faubourg, Sofitel London St James, Sofitel Dubai The Obelisk, Sofitel Munich Bayerpost, Sofitel Rio de Janeiro Ipanema, Sofitel Washington DC Lafayette Square, Sofitel Sydney Darling Harbour y Sofitel Bali Nusa Dua Beach Resort. Sofitel is part of Accor, the world's leading hospitality group consisting of more than 5,100 properties and 10,000 F&B spaces in 110 countries.

Live the french way

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