



Press Release
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Accor Unveils Swissôtel's Arrival in Poiana Brasov, Romania



Accor, a world leading hospitality group, announces the upcoming inauguration of a new Swissôtel in Poiana Braşov, Romania's premier ski resort and a top leisure and MICE destination. Set to open its doors in March 2024, the property represents a new venture for Accor and Swissôtel in partnership with Neagoe Basarab Residences S.R.L., a distinguished local real estate developer. The hotel will be operated through a franchise agreement spanning over 20 years.

Featuring 114 meticulously crafted rooms and apartments, the Swissôtel in Poiana Braşov aims to set a new standard for Romania's hospitality. Divided into two phases, the hotel's first phase is scheduled for revealing in late March 2024, with the second phase following suit in February 2026.

The property will host state-of-the-art spa facilities, a rejuvenating swimming pool, indoor and outdoor Jacuzzi, sauna, and a fully-equipped fitness center. Culinary enthusiasts will be delighted by the gourmet restaurant, while practical amenities such as ski storage facilities and underground parking cater to the diverse needs of discerning guests.

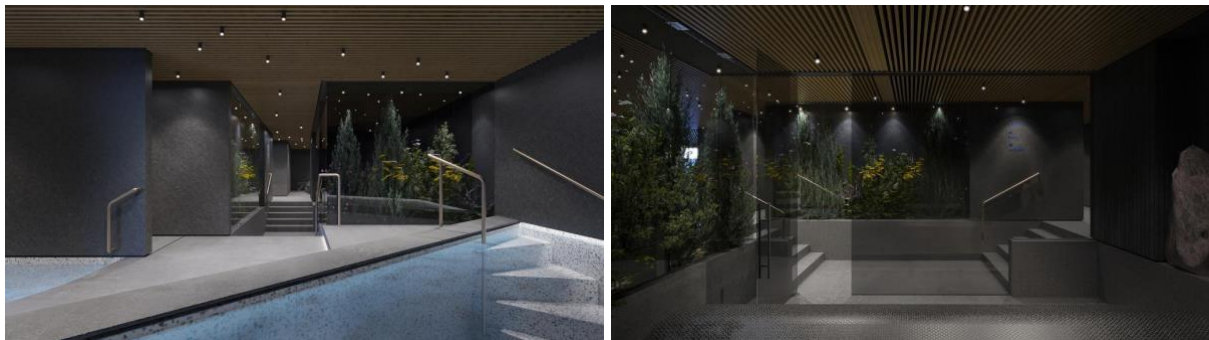
The Swissôtel in Poiana Braşov seeks to intertwine local heritage with contemporary comfort. Massive natural stone blocks, specially treated seamless wood, and the traditional and unique blue paint from Viscri – the famous destination favored by King Charles – create a harmonious atmosphere. As guests first step inside the hotel, they will feel as if they are part of the Transylvanian spirit. The powerful yet warm setting is part of an uplifting feeling: the mystery of the mountain's greatness. The project aligns with ESG principles, embodying a commitment to sustainability.

The concept comes to life through the creative synergy of talented designers, including Adrian Soare for the facades, Eliza Yokina for the spa and rooms, Poteca Studio for the garden, Cristian Corvin for the restaurant, and Nicolae Petrencu for the general design.



The Swissôtel in Poiana Brasov is strategically located to provide guests with a key lifestyle experience, surrounded by the enchanting sights of the picturesque mountain resort. Poiana Brasov, often regarded as one of the most exclusive ski resort towns in Romania, is located less than 15 km away from Brasov city center, the country's second most-visited city after Bucharest.

Cătălina Toma, Accor Development Director for Romania, Bulgaria, Moldova, and the Czech Republic, commented, *"We are thrilled to introduce Swissôtel to Poiana Brasov, furthering our commitment to offering exceptional hospitality experiences. This exceptional 5-star project aligns with our strategy to grow the Accor network in regional Romania and establish a strong presence in a major ski resort town."*



"I am particularly pleased that the Swissôtel in Poiana Brasov is set to open its doors in 2024, marking a significant milestone as the first hotel to be built in the area in quite some time." expresses **Frank Reul, VP – Development Accor Premium, Midscale & Economy**.

Bogdan Ciungara, representative of Real Estate Developer NORRMA, shared his anticipation, saying, "The Swissôtel in Poiana Braşov is poised to become a flagship destination, combining Swiss hospitality, a strong commitment to sustainability and comfort with the breathtaking charm of the Carpathian Mountains."

Facilitating the investor in choosing the right brand for the property, Five Star Hospitality has played a central role in bringing this extraordinary project to completion.

Swissôtel, one of the best-known Swiss brands in the world, has become synonymous with Swiss hospitality and all there is to love about Switzerland – service, style, and reliability. Featuring over 30 contemporary addresses worldwide, vitality, sustainability and a deeply rooted commitment to quality infuse the Swissôtel experience, ensuring custom environments where guests can feel at ease and recharge. Respected for its intelligent design, quality craftsmanship and mindful approach to sustainability, Swissôtel gives its guests peace of mind to explore the world, discover life's true rewards and embrace opportunities to 'live it well'.

ABOUT ACCOR

[Accor](#) is a world-leading hospitality group offering experiences across more than 110 countries in 5 400 properties, 10,000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 40 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit www.group.accor.com or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and TikTok.



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