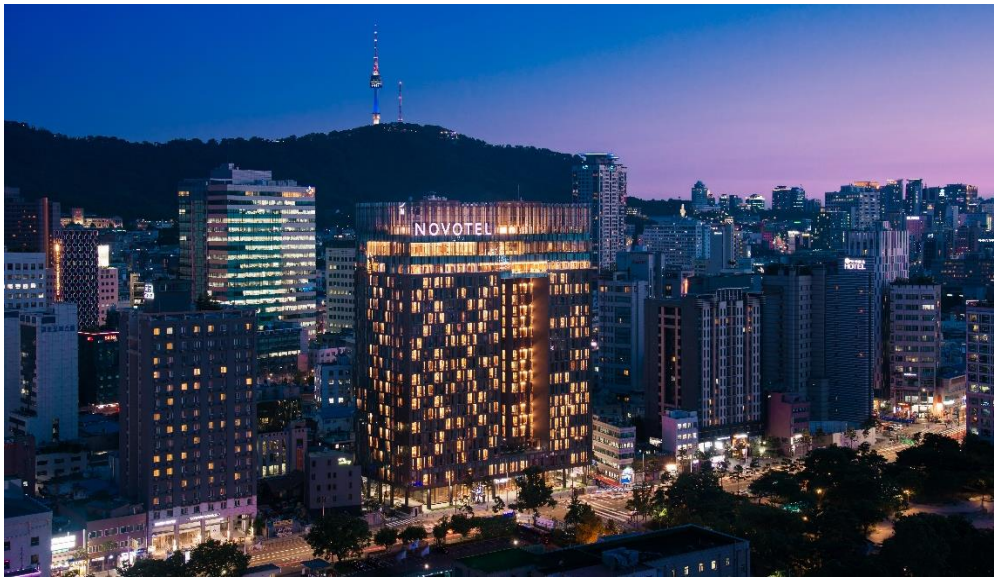


Press release  
July 3, 2018

## **Novotel opens its 500<sup>th</sup> hotel worldwide in Seoul Dongdaemun**



### **Novotel Ambassador Seoul Dongdaemun is the first Novotel Hotels & Residences located in the heart of Seoul's shopping district**

Featuring 523 rooms that boast the latest state-of-the-art digital facilities and design by Novotel, the hotel is located within close proximity to major historical sites including Heunginjimun, one of the "Eight Gates of Seoul" dating back to the 14th century.

"The opening of Novotel Ambassador Seoul Dongdaemun Hotels & Residences heralds an era of new beginnings for the Novotel brand with the property's first mixed-use flagship development that combines a hotel and residences. Seoul is the heart of the national design scene and competes on the world stage as a technological powerhouse – this stunning newly built property combines these two strengths and transposes them onto experiential stays for leisure, business, and family travellers," said Patrick Basset, Chief Operating Officer of AccorHotels, Upper Southeast and Northeast Asia.

Novotel has always been about providing a comfortable living experience for guests, and at Novotel Ambassador Seoul Dongdaemun, ease and convenience are enhanced with the use of digital technologies including a mobile concierge and a smart phone which guests can use freely during their stay. The phone is pre-loaded with hotel information, maps, as well as call and message functions when they are out exploring the city. Back at the hotel, guests can scan QR codes assigned to each individual guest room and enjoy remote access to room controls and amenity service requests with the iStay app that can be downloaded to their own phone. A smart kiosk provides guests with useful hotel information including facilities, latest F&B and room promotions and a media wall that

showcases a sketch of the Dongdaemun district. The hotel also offers an electric car recharging station.

Designed with “space within a space” concept, natural Korean flamed finished granite stone is featured throughout its floorings and walls that combine the use of natural timber to capture the unique contrast of textures and colours. Iconic Heunginjimun leaves motif are found throughout the hotel, guest rooms and bathroom doors.



Featuring 331 rooms, Novotel Ambassador Seoul Dongdaemun boasts double, twin, or triple bed configurations. Designed for long-term stays, the 192 residences offer unique studios and 1-bedroom suites that feature high-speed wireless internet, 55” full HD television and one-touch temperature control. Through the GIGA Genie voice and touch system provided in the executive, premier, deluxe rooms, premier and Dongdaemun suites, guest will be able to control the room temperature and have access to various amenity services and music streaming through a voice-recognition speaker.

Reflecting South Korea’s global influences is Food Exchange, an all-day dining restaurant that serves a wide variety of Korean, Japanese, Chinese, and Western food while located at the social hub of the hotel, the Gourmet Bar features a range of French-inspired cocktails and beverages for an evening wind-down. The Social 21 rooftop bar offers the perfect spot to enjoy an evening sunset overlooking the city skylines.

The naturally lit indoor swimming pool on the 20th floor offers guest total tranquillity and relaxation for quick morning or evening swim while the fitness centre provides state-of-the-art exercise equipment for a total workout. Catering specifically to families traveling with young children, the hotel’s Kids Zone is equipped with a variety of toys and books for young guests to enjoy.



Business travellers can enjoy a host of club privileges including breakfast from 6:30am to 10:00am and afternoon tea offerings available from 2:00pm to 4:00pm with daily happy hour from 5:30pm to 7:30pm at the hotel's Executive Lounge.

For events, weddings and corporate retreats, the Grand Ballroom can host up to 280 guests while the meeting room and board room can accommodate up to 20 guests for small workshops and business meetings.

"Seoul really is the soul of South Korea and for this hotel we were inspired by the Korean culture of simplicity. Located near major attractions such as Dongdaemun Design Plaza (DDP), Dongdaemun Fashion Street, and the Dongdaemun History and Culture Park Station on lines 2, 4 and 5 of the Seoul underground, guests staying at the property can look forward to enjoying the sights and sounds of the city. We are delighted to be welcoming our first guests with the opening of Novotel Ambassador Seoul Dongdaemun Hotels & Residences, our first mixed-use development," said Mini (Minsook) Cho, General Manager of Novotel Ambassador Seoul Dongdaemun Hotels & Residences.

There are currently 500 Novotel hotels in 58 countries worldwide and Asia Pacific accounts for more than 143 properties with 35,879 rooms. AccorHotels currently has a portfolio of 23 hotels and 6,551 rooms in South Korea including eight Novotel hotels.

Enjoy a Standard, Superior Room or Studio, Deluxe Residence night stay at Novotel Ambassador Dongdaemun Hotels & Residences from KRW 190,000 for stays from now to 30 September 2018. The package includes a KRW 50,000 dining voucher, free access to fitness centre, indoor and outdoor pools and lucky draw scratch card for a chance to win attractive prizes including dining discount vouchers and complimentary one night's stay at Novotel Hotels, Suites & Resorts worldwide.

**With Novotel, AccorHotels offers every guest the freedom to fully enjoy their stay.**

Novotel Hotels, Suites & Resorts provide a multi-service offer for both business and leisure guests, with spacious, modular rooms, 24/7 catering offers with balanced meals, meeting rooms, attentive and proactive staff, kid areas, a multi-purpose lobby and fitness centers. Through PLANET 21, AccorHotels' sustainable development program, Novotel commits to Man and the Planet. Novotel has 500 hotels and resorts in 58 countries, ideally located in the heart of major international cities, business districts and tourist destinations.

AccorHotels is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,300 hotels, resorts and residences, as well as in over 10,000 of the finest private homes around the globe.

*[novotel.com](http://novotel.com) | [accorhotels.com](http://accorhotels.com)*



## About AccorHotels

[AccorHotels](#) is a world-leading travel & lifestyle group and digital innovator offering unique experiences in more than 4,300 hotels, resorts and residences across 100 different countries.

With an unrivaled portfolio of internationally renowned [hotel brands](#) encompassing the entire range from luxury to economy, from upscale to lifestyle and midscale brands, AccorHotels has been providing savoir-faire and expertise for more than 50 years.

In addition to its core hospitality business, AccorHotels has successfully expanded its range of services, becoming the world leader in [luxury private residence](#) rental with more than 10,000 stunning properties around the world. The Group is also active in the fields of [concierge services](#), [co-working](#), [dining](#), [events management](#) and [digital solutions](#).

Relying on its global team of more than 250,000 dedicated staff, AccorHotels is committed to fulfilling its primary mission: to make every guest Feel Welcome. Guests have access to one of the world's most attractive hotel loyalty programs - [Le Club AccorHotels](#).

AccorHotels plays an active role in its local communities and is committed to promoting sustainable development and solidarity through [PLANET 21 Acting Here](#), a comprehensive program that brings together employees, guests and partners to drive sustainable growth.

From 2008, the [AccorHotels Solidarity Endowment Fund](#) has acted as a natural extension of the Group's activities and values, helping to combat the social and financial exclusion experienced by the most disadvantaged members of society.

Accor SA is publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACRFY) in the United States.

For more information or to make a reservation, please visit [accorhotels.group](#) or [accorhotels.com](#). Or join and follow us on Twitter and Facebook.

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