



## ***THE AMBASSADOR SEOUL – A PULLMAN HOTEL REOPENS AFTER TOP TO BOTTOM RENOVATION***

***Seoul's historic hotel where heritage meets style is back  
with a new design and name***



**SEOUL, 8 FEBRUARY 2022** – Pullman Hotels & Resorts today announced the highly-anticipated reopening of **The Ambassador Seoul – A Pullman Hotel** after a comprehensive 18-month renovation. Since first opening in 1955, the hotel has been a pioneering force in the country's hospitality scene, renowned for its heritage and welcoming service. With a fresh new style and name, The Ambassador Seoul – A Pullman Hotel continues to drive enriching experiences in the Korean metropolitan city.

Located in the heart of Seoul, the hotel offers panoramic views of the iconic landmark Namsan N Tower and boasts easy access to city hall, central business districts and Gangnam. The Pullman brand's vibrant energy

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can be felt throughout the property, including the new fourth floor outdoor swimming pool where guests can recharge and refuel.

Garth Simmons, CEO of Accor Southeast Asia, Japan and South Korea, said: *"We are delighted to reopen **The Ambassador Seoul – A Pullman Hotel** and welcome our guests back with an inspiring and energizing atmosphere perfect for a metropolitan destination such as Seoul. The refurbished hotel promises to deliver an upbeat experience and a hyper-connected space in the centre of vibrant Seoul, where history and modern culture intertwine. The Ambassador Hotel Group has been our honourable partner for 35 years, and we are delighted to bring this property to life once again. With our local expertise and know-how, this heritage hotel will undoubtedly further enrich the city's hospitality landscape."*

Jung-ho Suh, Chairman of Ambassador Hotel Group, said: *"Since we first opened the hotel under the name of 'Geumsujang' in 1955, we have provided sincere service to local and international guests with utmost care and dedication. The newly renovated Ambassador Seoul – A Pullman Hotel showcases a remarkable interior design. As a smart and eco-friendly property, its vision is to be a destination where guests can experience the true essence of the location. We are pleased to reopen the hotel in partnership with Accor and we are confident our hotel partner's expertise in global distribution systems and delivering a reliable and welcoming service will help strengthen the guests' satisfaction and engagement."*

**The Ambassador Seoul – A Pullman Hotel** incorporates design and colors inspired by Namsan Mountain's four seasons. Exclusively curated for VIP guests, the Club Ambassador Lounge offers private check-in, check-out services, and a happy hour with attentive service to work and relax in comfort.

The property's six restaurants and bars are the most notable features in this refurbished hotel. **The King's**, a restaurant which has always been a fan favorite since its opening as the first hotel buffet in South Korea in 1975, returns with its traditional and authentic Korean, Asian and European brasserie-style fare, as well as the buffet's signature Peking duck and king crab with various menus. **The Lounge & Bar** located on the first floor serves a stylish afternoon tea and signature cocktails in a traditional Korean settings with a modern interpretation. **Hao Bin** offers traditional and authentic Cantonese cuisine made from the finest ingredients, for a selection of healthy dishes curated by Hao Bin's Master Chef, Hou Deokjuk. **1955 Groceria**, the gourmet grocery dining concept, offers fresh produce, charcuterie, hotel-branded products, and takeaway menus. The **Pool House Terrace** is a semi-rooftop space where guests can savor brunch and light snacks poolside in an exotic atmosphere.

A standout feature for the meetings and events crowd is the hotel's Namsan Room, located on the 19<sup>th</sup> floor, a creative meetings and events space adorned with a dome-shaped glass window. A connecting room allows for further versatile meetings and events. In addition, five meeting rooms of various sizes are available for business and private events. The Grand Ballroom can accommodate up to 400 people, while The Board Room and Legacy Room provide the perfect space for private events or meetings.

The hotel's wellness center features modern amenities and programs including an indoor swimming pool, an indoor golf driving range, a fitness, yoga and Pilates studio, and sauna facilities. Professional trainers are available to support guests with their exercise routines through various personalized training programs, while the Kids Room will delight families during their stay.



To celebrate its reopening, **The Ambassador Seoul – A Pullman Hotel** is offering a “*Yours Always Opening Package*”. This package includes a one-night stay in a Superior, Deluxe or Executive room, with a British perfumery ‘Penhaligons’ gift set, available from 27<sup>th</sup> January to 28<sup>th</sup> February 2022 from KRW 270,400.

**The Ambassador Seoul – A Pullman Hotel** joins a Pullman network of 140+ hotels and resorts worldwide to inspire and energize global nomads and entrepreneurs with forward-thinking and an open mind.

IMAGE: CLICK [HERE](#)

#### ABOUT PULLMAN THE AMBASSADOR SEOUL – A PULLMAN HOTEL

The Ambassador Seoul - A Pullman Hotel reopened on 27 January 2022, after an 18-month complete renovation. Since it first opened in 1955 under the name of Geumsujang, the hotel has been a pioneer as an inspirational space by providing traditional and authentic service for local and international travelers. With 269 hotel rooms and 49 residences, the property boasts modern Korean style inspired by the four seasons of Namsan. The renovation highlights include six refurbished restaurants and bars, including 'The King's, the first hotel buffet in Korea, and '1955 Groceria', a gourmet grocery dining concept inviting gourmets into a new world of gastronomy with authentic taste and style. The wellness center, spread across two floors, and the outdoor swimming pool on the 4th floor both provide opportunities to recharge in the heart of the city. The hotel is a one-and-a-half hour drive from Incheon International Airport and 50 minutes from Gimpo International Airport.

#### ABOUT PULLMAN

Pullman Hotels & Resorts sets a new tempo in global travel and living, delivering an inspiring, energizing and enriching experience to new entrepreneurs. Pullman welcomes guests with the space they need to focus, work and play. Forward-thinking, hyper-connected and with a passion for art and fitness, Pullman retains the adventurous spirit and open-minded ambition that drove it to become a pioneering travel brand over 150 years ago. Today Pullman features more than 140 properties in vibrant and cosmopolitan destinations around the world including flagship properties such as Pullman Paris Bercy, Pullman Suzhou Zhonghui in Greater China and Pullman Maldives Maamutaa. Pullman is part of Accor, a world leading hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries.

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