



Singapore – 1 November 2023

Novotel Singapore on Kitchener: A New Gem in the Heart of Singapore, Where Every Moment Matters, Opens its Doors

Blending global standards with local charm, Novotel Singapore on Kitchener offers guests an urban oasis in the heart of Little India

Novotel Hotels, Suites & Resorts is pleased to announce the opening of Novotel Singapore on Kitchener, its latest addition to its portfolio in Singapore. With its brand identity deeply rooted in fostering genuine connections and cherishing life's daily moments, the 543-room property on 181 Kitchener Road is owned by Worldwide Hotels Group, Singapore's largest hotel operator by room numbers and long-standing partner of Accor.



Deluxe Room with 2 Single Beds at Novotel Singapore on Kitchener

Centrally located in the charismatic precinct of Little India, the hotel embodies the essence of Novotel: a blend of local charm with global standards, alongside convenient accessibility, with the Farrer Park MRT Station a mere 5-minute walk away, the dynamic Central Business District a short 10-minute drive, and the world-renowned Changi Airport only 20 minutes away.

For those with an appetite for retail therapy, Novotel Singapore on Kitchener is a dream come true, with the famed Mustafa Centre located adjacent to the hotel, offering an unparalleled 24-hour shopping odyssey, and City Square Mall across the road, teeming with a plethora of shopping and dining options.

Reflecting Novotel's commitment to enhancing life's balance, the hotel, fresh from a comprehensive refurbishment in 2020, showcases a harmonious fusion of intuitive design, modular spaces, and contemporary aesthetics. Whether a business traveller seeking efficient functionality or a family yearning for spacious comfort, the rooms, ranging from 28 sqm to a lavish 78 sqm, cater to every whim. The gastronomic journey is an affair to remember with CALL, the all-day dining restaurant serving up culinary wonders based on the traditions and styles of the Native American and Mexican heritage. The signature dishes include Spicy Jalapeno Tostada, Slow Cooked Beef Cheek, Chicken Tikka Pizza, and Lava Torte.

Wellness and rejuvenation stand at the core of Novotel Singapore on Kitchener's offerings, with a tranquil swimming pool and a state-of-the-art gym.

"At the heart of the pulsating Little India, Novotel Singapore on Kitchener is not just a hotel; it's an experience. An oasis where guests can press pause on their bustling lives, savour a moment, a meal, or a conversation, and seamlessly connect to the city's vibrant tapestry," shares **Andrew Lee, the General Manager of Novotel Singapore on Kitchener**.

"We also provide business and leisure guests with the perfect blend of proximity and accessibility. Our hotel offers effortless connections to the Central Business District, renowned shopping, dining hotspots, and the city's top attractions — all just a short ride away via our excellent public transportation network."

As the curtains rise, Novotel Singapore on Kitchener is rolling out the red carpet with a limited-time inaugural offer offering guests 20% off the best available rate when booking on <https://www.all.accor.com/> for stays from 1 November 2023 to 31 January 2024.

For reservations and more insights, visit novotel-singapore-kitchener.com or email HC269@accor.com.

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About Novotel

Novotel Hotels, Suites & Resorts offers destination hotels designed as comforting and energizing places where guests can 'press pause' and take time to enjoy the moments that really matter. The brand's wide array of hotels, suites and resorts offer a multitude of services for business and leisure guests alike, including spacious, modular rooms with natural and intuitive design; 24/7 catering with nutritious choices; dedicated meeting spaces; attentive and proactive staff; family zones for the youngest guests; multi-purpose lobbies; and accessible fitness centers. Novotel, which has over 530 locations in more than 60 countries is part of Accor, a world leading hospitality group counting over 5,500 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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About Worldwide Hotels

Worldwide Hotels manages 7 hotel brands - ICON Hotel, V Hotel, Hotel Boss, Hotel Mi, Value Hotel, Venue Hotel and Hotel 81, with 40 properties at strategic locations in Singapore. It is Singapore's largest homegrown tourist-class hotel group with over 8,000 rooms. The group also owns 11 hotels in Japan, South Korea, Australia, Thailand, and Malaysia, run by external operators such as Oakwood, Holiday Inn, Novotel, Ibis, Swiss Garden, and Travelodge.

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