

PRESS RELEASE

Hamburg, 7th March 2017

NOVUM HOTEL GROUP ANNOUNCES LAUNCH OF „niu“ BRAND

- Novelty. Innovation. Urbanity. = **niu**
- Already 27 hotel projects secured in Germany and Europe

niu, the brand for modern hotel guests, will be completing the NOVUM Hotel Group brand portfolio soon. **niu** is situated in the mid-scale segment and meets individual demands for comfort and trip purposes.

Through the english word „new“ ([nju]) and following the name NOVUM (no·vum = sth new, sth that was not here before), the stringent and harmonious brand image was created: **niu**

niu, as a brand name, reflects NOVUM's international ambitions through the identical pronunciation in all the different languages.

niu stands out particularly thanks to its inner values: The guest can expect a living lobby with a sophisticated F&B concept and delicious selections, modern room compositions as well as a special bathroom concept, which will cause a stir in this segment. „To create a lively und vibrant lobby is no empty phrase for us, but an expression of our understanding of our guests' needs. With **niu**, we satisfy the standards of our guests, particularly the Generation Y and Z ones. We bring generations together in our living lobby, treat you to our select and contemporary F&B concept and thus create a vivid place, which welcomes hotel guests as well as neighbourhood guests alike“, says David Etmenan, CEO of NOVUM Hotel Group.

At present, there are 27 secured **niu** hotel projects in Germany and internationally, with various more projects planned throughout Europe.

The NOVUM Hotel Group will present its new concept in detail at this year's ITB, from 8th – 12th March, in a **niu**-inspired stand in hall 9, Stand 310a.

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The NOVUM Hotel Group will also be present at the following exhibitions in March:

IHIF - Hotel Investment Forum
6th - 8th March 2017 – Berlin, stand 57

ZIA HOFTEL LOUNGE
6th – 7th March 2017 – Berlin

ITB - The World's Leading Travel Trade Show
8th - 12th March 2017 – Berlin, stand 310a in hall 9

MIPIIM - The World's Property Market
14th – 17th March 2017 – Cannes, stand P-1.C36 in Hotel & Tourism pavilion

ABOUT THE NOVUM HOTEL GROUP:

The family-managed Novum Hotel Group with currently 130 hotels and more than 14,000 rooms in over 40 locations throughout Europe is one of the largest hotel chains in Germany. Established in 1988 and on a steady course of expansion since 2004 under the management of David Etmenan, the Novum Hotel Group proves to be exceedingly dynamic. The hotel portfolio includes three and four-star hotels, always centrally located, operating under the brand names of Novum Style Hotels, Novum Hotels, Novum Select Hotels, and Novum LikeApart Hotels. In addition, the NOVUM Hotel Group is also a franchisee of the InterContinental Hotel Group, Best Western Hotels & Resorts und AccorHotels. www.novumgroup.de



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niu bath (© archisphere.at)

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niu room (© ptl-lohoff.de)