

## **NH HOTEL GROUP CELEBRATES THE OPENING OF ITS SECOND NH COLLECTION HOTEL IN BRUSSELS**

**NH Collection Grand Sablon is 68th hotel to join the *upper upscale* brand as it continues to expand**

**Madrid, 13 June, 2017.**- NH Hotel Group has celebrated the opening of another hotel under its NH Collection brand, the NH Collection Grand Sablon in Brussels, the second of the Company's *upper-upscale* brand in the Belgian capital, adding to its 67 existing hotels around the world.

Located at the very heart of the city, NH Collection Grand Sablon is in the Sablon district, renowned for its many antique shops and art galleries. The hotel comprises 192 fully refurbished rooms, as well as 11 function rooms, which can host 250 people.

The commitment of the Company's *upper-upscale* brand to haute cuisine is once again obvious in its second NH Collection hotel in the city. Those staying at NH Collection Grand Sablon or those who wish simply to enjoy the finest quality cuisine in Brussels can do so at Hispania Brasserie and at Hispania Gastronomique, the restaurant headed up by renowned chef, Marcos Morán (1 Michelin star). Visiting the brasserie or the restaurant will not only satisfy the most discerning palates, but also those who enjoy dining in an ambiance of inspired décor. The interior design of both establishments bears the signature of Lorenzo Castillo, the renowned Madrid interior decorator, for whom elegance and contemporary style have become his hallmark.

With the opening of the Company's second hotel in Brussels under its *upper-upscale* brand, NH Hotel Group continues to consolidate a brand which only last year first appeared in countries like the Netherlands and Germany, as well as on an entire continent, as was the case in the Americas. In addition, it also reopened flagship hotels in Rome, Madrid and Barcelona.

NH Collection Grand Sablon thus joins the NH Collection Brussels Centre, which is located just a few steps from the Grand-Place and has 241 rooms, including one presidential suite, five suites, eight junior suites, 44 Premium rooms and 183 superior rooms. NH Collection Brussels Centre also has five function rooms, which can host 150 people.

### **The first anniversary of NH Collection's arrival in the Netherlands**

The opening of NH Collection Grand Sablon, the second NH Collection hotel in Brussels, coincides with the first anniversary of the brand's arrival in its neighbouring country, the Netherlands.

Only one year ago, NH Hotel Group introduced its *upper-upscale* brand in the Netherlands, with the reopening of three iconic hotels in Amsterdam city centre. NH Collection Grand Hotel Krasnapolsky, NH Collection

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Doelen and NH Collection Barbizon Palace, all of them five-star hotels, also perfectly exemplify what defines NH Collection hotels: the unique character of the buildings themselves, a central location, the highest quality cuisine and a level of customer service, which seeks to exceed the expectations of even the most discerning guests.

The anniversary of NH Collection Barbizon Palace also coincided with the recent opening of its Vermeer restaurant, headed up by chef Chris Naylor (1 Michelin star) after an extensive renovation.

### ***Feel the extraordinary***

In NH Collection hotels, guests can enjoy some extraordinary *Brilliant Basics*, the elements which shape the basic proposal of the rooms in these reference hotels: exclusive NH Collection *Sleep Better* mattresses, a wide selection of pillows, exclusive amenities, rain-effect showers, professional hair dryers, as well as LED TVs and *Nespresso* machines with complete tea and coffee sets in all rooms.

The Guest Relations service and the Lazy Sundays concept, a service offering a late breakfast and the option to extend your check-out time if you need a late departure, are other services which characterise the 68 hotels that NH Hotel Group now has under this brand in thirteen countries around the world.

### **About Marcos Morán**

Marcos Morán, who has 1 Michelin star, is Gastronomy Director and Executive Chef of Hispania, and one of Spain's most acclaimed young chefs. He represents the fifth generation of chefs at the helm of "Casa Gerardo" in Asturias, one of the oldest restaurants in Spain, dating back around 130 years and with 3 Repsol Suns. A regular speaker and contributor at the most renowned conventions and gastronomic events, Marcos Morán is Spanish National Gastronomy award-winner and was named Chef de L'avenir (*of the Future*) by the International Academy of Gastronomy. His Spanish cooking has been a triumph in London, making him one of the leading international exponents of Spanish cuisine.

### **About Lorenzo Castillo**

Lorenzo Castillo is one of Europe's most prestigious and acknowledged interior designers and antique dealers. In 2014, he was elected Best Spanish Interior Designer by the acclaimed AD magazine and chosen as one of the world's 60 best interior designers and decorators by Elle Decor US. His major works include the interior decoration of the Loewe shops, the Museo del Traje (Costume Museum) in Madrid and designing annual collections for Gastón y Daniela and The Rug Company. Lorenzo Castillo is also a member of the Advisory Committee for the Mercedes Benz Fashion Week.

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NH Hotel Group ([www.nhhotelgroup.com](http://www.nhhotelgroup.com)) is a world-leading urban hotel operator and a consolidated multinational player. It operates close to 400 hotels and almost 60,000 rooms in 31 markets across Europe, the Americas and Africa, including top city destinations such as Amsterdam, Barcelona, Berlin, Bogota, Brussels, Buenos Aires, Düsseldorf, Frankfurt, London, Madrid, Mexico City, Milan, Munich, New York, Rome and Vienna.

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