NH HOTEL GROUP UNVEILS FLAGSHIP HOTEL IN SPAIN

NH Collection Eurobuilding features pioneering technology and Michelin-star cuisine

13th October 2014 – The NH Collection Eurobuilding has opened its doors as one of Madrid's most emblematic hotels and NH Collection's flagship property in Spain, following three months of intense refurbishment and a multi-million pound investment. Located just 10 minutes from Madrid's city centre and historical sites, the 431-room, four star hotel offers an unmatched culinary experience in the Spanish capital, with four areas dedicated to haute cuisine, as well as pioneering tourism technology, thanks to the trail-blazing decision to turn the hotel into the first "Living Lab" in the industry.

Upon entering the hotel, guests will experience the astonishing LED vault screen over the lobby. The largest multimedia vault screen in Europe, and the largest vaulted (semi-transparent) display in a hotel anywhere in the world, it projects digital artwork and is equipped with spatial sound, flooding the lobby with light, sound and colour for an unrivalled guest experience.

The extraordinary array of gastronomic choices includes DiverXO, the brainchild of ground-breaking chef David Muñoz, and the only restaurant in Madrid with 3 Michelin stars. Other fine-dining spaces include DOMO by Roncero & Cabrera, a collaboration of Paco Roncero (who holds 2 Michelin stars with La Terraza del Casino de Madrid) and renowned mixologist, Diego Cabrera. Meanwhile, on the terrace guests can enjoy DOMO Lounge & Terrace by Cabrera along with the 99 Sushi Bar, at the forefront of high-end Japanese cuisine in Spain.

The hotel's one-of-a-kind "Living Lab" initiative is a world-first in the tourism industry and reflects NH Hotel Group's commitment to putting technology at the service of both business and leisure guests. The property's four "Living Lab" bedrooms and communal areas allow guests to test the latest technology in the hotel industry, such as wireless charging of mobile devices and video support via tablets, enabling the guest to view the receptionist when making queries.

The "Living Lab" is based around three ideas:

- technology testing in a real environment by guests, in both communal areas and 4 "Living Lab" bedrooms
- start-up accelerator, an initiative designed to identify and encourage entrepreneurial talent by fostering pioneering projects in the hotel industry
- open Innovation through the promotion of start-ups championed by NH employees and innovation contests within the NH community

The 431 rooms at the NH Collection Eurobuilding are based on the company´s new core offering. Entitled *Brilliant Basics*, they feature exclusive services and devices such as rain shower heads, exclusively-designed mattresses, next-generation LED television sets, professional hairdryers, Nespresso coffee machines and more. In addition, the hotel also features a 5-star floor and VIP Lounge with exclusive services to make a stay at NH Collection Eurobuilding even more enjoyable.

The hotel's Metropolitan® spa is a spectacular health and wellness centre in the heart of the city, equipped with a huge fitness room and smaller spaces for specific classes and activities, all kitted out with the latest technology, three "paddel tennis" courts, a stunning rooftop solarium with a beach and $500m^2$ spa.

Finally, the hotel provides an incredible backdrop for all types of events with 7,800m² of event space – including the Gran Madrid room with capacity for up to 1,000 people - divided between 32 rooms, all with natural light. The hotel offers a revolutionary 3D holographic telepresence system, used for the first time and on a permanent basis in a hotel, and next generation videoconference solutions for high performance meetings and impactful events.

"NH Collection Eurobuilding is the flagship of our premium brand, NH Collection, and the perfect example of the Group's transformation, showcasing the upgraded value proposition and guest experience. It is a worldwide pioneer in the hospitality sector thanks to the Living Lab initiative and a destination in its own right due to its unparalleled gastronomic offering and is the best place for holding meetings and events, because of its versatile rooms in which top-class technology has been placed at the service of business and leisure", said Federico González Tejera, CEO of NH Hotel Group.

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Meanwhile, Hugo Rovira, Managing Director of the Spain & Portugal Business Unit, added that *"Madrid is a core element of NH Hotel Group's global strategy. NH Collection Eurobuilding merges the capital city's attributes, its more avant-garde side, with a hotel concept never before seen in the tourism industry. With NH Collection Eurobuilding we aim to add to the city's premium, offering an extraordinary experience which exceeds customers' expectations while becoming a hotel of reference for the discerning traveller."*

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About NH Hotel Group

NH Hotel Group (www.nh-hotels.com) is Europe's third-ranked business hotel chain. It operates close to 400 hotels with almost 60,000 rooms in 28 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.

Social media:

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