

**NH HOTELS IS SHORTLISTED FOR “BEST MIDSCALE HOTEL BRAND”
AT THE BUSINESS TRAVEL AWARDS 2015**

NH Hotels, the three and four-star urban hotel brand from NH Hotel Group, has been shortlisted for “Best Midscale Hotel Brand” at Buying Business Travel’s, *The Business Travel Awards 2015*. Judged by an independent panel of leading travel buyers, the awards recognise and celebrate the extraordinary achievements of the most deserving organisations in the business travel industry.

Other shortlisted companies include some of the most recognized names in business travel, including British Airways, Carlson Wagonlit Travel, Barclaycard and Hertz. The winners will be announced at a glittering industry awards ceremony on 19th January 2015 at London’s JW Marriott Grosvenor House.

The nomination comes in an important year for the group, which in January unveiled a five year strategic plan, designed to ensure that consumers always ask if there is an NH Hotel at their destination when travelling for business or leisure. NH Hotel Group plans to invest more than 200 million Euros over the next five years refurbishing its hotels and maximising the average price of its main business segments and four hotel brands; NH Hotels, the upper scale premium NH Collection, the cosmopolitan nhow design hotels and the holiday hotels of Hesperia Resorts. At the same time, the company expects to increase its portfolio in strategic markets during this period, including the UK.

Hotels which have already benefitted from investment in 2014 are NH Collection’s flagship hotel in Spain, the *NH Collection Eurobuilding*, Madrid which opened in October of this year after a multi-million pound investment, and the emblematic NH Collection Palazzo Barocci, Venice which opened in July and marked the launch of the NH Collection brand to market.

Operating close to 400 hotels with almost 60,000 rooms in 28 markets across Europe, the Americas and Africa, NH Hotel Group is Europe’s third-ranked business hotel chain with properties in key destinations from Frankfurt and Barcelona to Buenos Aires and New York. The group’s core offering of ‘Brilliant Basics’ includes exclusive amenities such as professional hairdryers and Nespresso coffee machines in every room,

while the company's loyalty programme - *NH Hotel Group Rewards* - has over 4 million members, almost one quarter of those joining in the last 12 months. In parallel, the Company continues to reinforce its position in the meetings and events segment by investing in the latest technology solutions such as next-generation holographic telepresence and video-conferencing systems.

Federico González Tejera, CEO of NH Hotel Group explains the significance of being recognised by *The Business Travel Awards*, "We are thrilled to be short listed for these important awards in the UK at a time of transformation for NH Hotel Group. It recognises the resources and commitment we are investing to develop the experience of the business traveller. We want to inspire our guests with a fresh approach and are currently trialling ground-breaking hotel technology, such as wireless charging of mobile devices, through "Living Lab" rooms in our *NH Collection Eurobuilding* in Madrid which, if prove successful, will be just some of the innovations we roll out across the wider group. We are very proud to be leaders in the business hotel sector."

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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:

<http://www.nh-hoteles.es/nh/es/socialmedia/socialmedia.html>

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