

NH HOTEL GROUP REINFORCES ITS MEETINGS & EVENTS OFFERING WITH VIRTUAL PLANNER®

Innovative technology will allow customers to take a 3D virtual tour of event rooms

2nd June 2015 - NH Hotel Group has entered into a collaboration agreement with Zebra Design SD that will add this company's 3D Virtual Planner® application to its 'NH MEETINGS: inspire.create.enjoy' offering. This new solution, which will be accessible through NH Hotel Group's website, will enable hotel users to visualise the actual configuration of their meetings beforehand and in three dimensions, and personalise their configuration depending on their specific needs.

This addition marks yet another milestone in the ongoing consolidation of the Company's value proposition in a segment that accounts for roughly 25% of total revenue. The renowned tool, which will be accessed from NH's corporate website (www.nh-hotels.com), will enable users to better personalise their events by being able to visualise the various options on offer and plan in a far clearer, simpler and more visual manner, reducing uncertainty about the final outcome and saving time and money in the process.

Rufino Pérez Fernández, Chief Commercial Officer at NH Hotel Group, comments *"thanks to this agreement we are broadening the facilities we offer our customers when they are looking to plan an event. Customers will no longer have to imagine what their event will look like because this new app will allow them to visualise the configuration beforehand, ensuring that their event at NH is a memorable experience"*.

"We are proud that our Virtual Planner® app has been chosen by NH Hotel Group for this important project. The hotel chain's tremendous commitment to new technology is setting the standard for the hotel industry; we are convinced that our application will revolutionise the way events are organised at the chain's hotels and will boost the marketing and sale of their event capabilities", said Diego Herrera Argüelles, Chief Executive Officer of Zebra Design SD.

NH Hotel Group is strategically committed to using emerging technology as a differentiating factor and boasts one of the most versatile and standard-consistent room offerings in the

market. Now, thanks to the interactive 3D technology brought by Virtual Planner®, customers will be able to envisage their events as they would be executed in the NH room of their choice.

Available in several languages, the application provides all the information needed to design and plan event, including floor plans and specifications for each of the rooms and details of the furniture, fixtures and technical capabilities on offer including audiovisual, telepresence and interactive collaboration and holographic projection systems. All of these can be brought up in the form of precise schematics and 2D and 3D recreations to enable visualisation of the actual space, the various environments and the layout of each item as well as permitting visual tours.

The application is highly intuitive and user-friendly: in just five simple steps it guides the customer through the entire event planning process, from selecting the best fit from the event rooms on offer at any given NH property, to configuration of the layout, the technical and other services required and submission of requests for a tailored quote from the hotel selected.

During the initial phase, Virtual Planner® will be available for event planning across a selection of the Group's hotels around the world.

About Zebra Design SD

Zebra Design SD (www.zebrasd.com) is a European digital agency specialised in marketing & sales solutions for the hotel industry. Creators of leading sector applications such as Virtual Planner® and VPlite®, it boasts over eight years' experience in its area of expertise. Its prominent customer portfolio spans four continents and 16 countries worldwide.



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.

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<http://www.nh-hotels.com/social-media>

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For media information and images, please contact Sarah Habicht or Guy Hough at Hume Whitehead on 0845 498 9987 or email: sarah@humewhitehead.co.uk / guy@humewhitehead.co.uk.