

## NH HOTEL GROUP UNVEILS AN EXTRAORDINARY EXPERIENCE: VIP LEVEL

**29<sup>th</sup> May 2015** – Leading the way in delivering extraordinary experiences in the city of Madrid, NH Hotel Group has unveiled today at NH Collection Eurobuilding a new Premium concept for its guests: **VIP Level**. This unique experience guarantees the most exclusive and personalised service from the *NH Collection* brand.

VIP Level enables guests to enjoy exclusive services designed to guarantee unique experiences, such making a preferential reservations at DiverXO by David Muñoz, the only restaurant with three Michelin stars in Madrid; an exclusive Guest Relations service; and access to a private lounge for meetings.

NH Collection Eurobuilding has become the first hotel in the NH Hotel Group to introduce the **VIP Level experience**, which is expected to be available soon at other NH Collection hotels across the world. The Premium brand consists of four and five star hotels with a distinctive character, in prime locations and equipped with special features that make guest stays memorable and guarantee a truly unique experience.

*“Since reopening as the flagship of NH Collection in Spain, NH Collection Eurobuilding has become the best leisure and business hotel in Europe, offering guests who expect ‘something more’ from their trips everything they need to make their stay an unforgettable experience,”* stated Hugo Rovira, Managing Director of the Spain, Portugal and Andorra Business Unit of NH Hotel Group. *“While excellence of service has always been the cornerstone of this iconic hotel, now, after the implementation of our new VIP Level, guest experience reaches an even higher level. This will make staying at the hotel and in the city of Madrid itself thoroughly unique.”*

### **An extraordinary experience**

This new concept of service and exclusivity includes a private reception area, early check-in from 12:00 and late check-out until 14:00, welcome gift in the room, exclusive Guest Relations service, private area in the breakfast room, secretarial service, access to Fitness & Wellness Center in Metropolitan’s facilities and making a preferential reservation at DiverXO, the only three Michelin star restaurant in Madrid, which is located within the hotel.

NH Collection Eurobuilding is unveiling 64 **VIP Level** rooms that offer guests a different experience within the hotel. These comprise 13 Premium 36 m<sup>2</sup> rooms with views, 24 Premium 40 m<sup>2</sup> rooms with terrace, located between floors 4 and 9, 18 Premium rooms with terraces and views, located between floors 10 and 14, 2 Premium High-Tech 40 m<sup>2</sup> rooms, 4 Junior 60 m<sup>2</sup> Duplex Suites, 2 Junior 110 m<sup>2</sup> Suites with private terrace and 1 Presidential 150 m<sup>2</sup> Suite. These rooms have been designed to furnish guests with high levels of comfort and privacy where they can enjoy exclusive treatment and a wide range of personalised products and services, all with a view to guaranteeing that NH Hotel Group delivers even more exclusive experiences.

Moreover, **VIP Level** also provides access to a VIP Lounge, located in the central area of floor 15, where guests will find a private meeting room, light breakfast, full range of newspapers and a bar serving premium beverages and delicatessen snacks throughout the day. The experience also extends to outside of the hotel, whereby guests who have opted for **VIP Level** can request complementary services such as Personal Shopper and private transport, enabling them to get the most from their visit to the city of Madrid.

In collaboration with El Corte Inglés of Paseo de la Castellana (Madrid), NH Collection Eurobuilding also offers a 10% Reward Scheme for foreign tourists, enabling them to accumulate 10% of their purchase which will be then discounted from their next acquisition at this store, as well as a welcome drink and tapas or personalised Tax Free shopping for customers from outside the European Union. Similar to the Personal Trainer service, these are in addition to the standard services available to guests.

In addition, VIP Level offers its customers services such as VIP Card Las Rozas Village with 10% additional discount to the outlet price, 50% in Shopping Express and welcome drink services; the Europcar Prestige Service (premium cars), with delivery to the door of the hotel; ease of access to the Prado and Thyssen Museums; access to VIP box reservations at the Real Madrid football stadium; and access to unique experiences (priceless) in NH Collection Eurobuilding for MasterCard customers.

### **Where the future is already a reality**

NH Collection Eurobuilding reopened its doors in October 2014, after a comprehensive refurbishment programme to make it the flagship of the Premium NH Collection brand in Spain. Since then, this iconic hotel in Madrid has become an international leader in the hotel

sector thanks to the combination of its privileged location, Premium service, unmatched culinary offering and a firm commitment to technological innovation, making it a pioneer in the hotel sector.

NH Collection Eurobuilding runs the *Living Lab* initiative, the only living technology laboratory in the hotel industry, where guests can test out the latest technological advances, as well as trying out various solutions such as wireless inductive chargers or sleep monitoring systems. Moreover, NH Collection Eurobuilding embraces new technology by including an impressive vaulted ceiling in the hotel lobby that houses the largest LED vault screen (300 m<sup>2</sup>) in the world.

In addition, the hotel provides the latest technological solutions to meet all the needs of the Meetings & Events segment, such as the SMART Room System™ for Microsoft® Lync® Online next generation videoconference solution or 3D Holographic Technology, implemented for the first time and on a permanent basis in a hotel chain, and that can connect with other hotels of the Group. This unique facility enabled NH Collection Eurobuilding to host the first holographic press conference.

Located in the heart of Madrid's financial district and 10 minutes from the historic centre, NH Collection Eurobuilding offers an extraordinary customer experience, with outstanding cuisine high on the list. The hotel houses David Muñoz's DiverXO restaurant, the only three Michelin star restaurant in Madrid, as well as DOMO by Roncero & Cabrera, run by the chef Luis Bartolomé with Paco Roncero acting as a consultant, the DOMO Lounge & Terrace by Cabrera, run by the well-known bartender Diego Cabrera, and 99 Sushi Bar, serving Japanese haute cuisine in Spain.

This unique offering, with the new addition of the **VIP Level**, is designed to surpass the expectations of the most demanding customers by providing an unbeatable experience.

#### **About NH Hotel Group**

NH Hotel Group ([www.nh-hotels.com](http://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-hotels.com/social-media>

Facebook | Twitter | Blog | Instagram | YouTube



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](mailto:sarah@humewhitehead.co.uk) / [guy@humewhitehead.co.uk](mailto:guy@humewhitehead.co.uk).