

Mövenpick Hotels & Resorts opens new contemporary hotel in historic Istanbul.

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Istanbul (Turkey), March 16, 2015 - For centuries Istanbul's famous Golden Horn has captivated traders, invaders and travellers from all over the world with its photogenic panoramas, vibrant culture and dramatic history.

Now celebrating the wonder of this glorious past is the 136-room Mövenpick Hotel Istanbul Golden Horn, which opens on March 31 offering travellers a contemporary comfort zone in the heart of the city. The hotel is perfectly located on Istanbul's historic peninsula just 10 minutes away from the Old City's famous historic highlights, 10 minutes from the Haliç Congress Centre, 16 km from Atatürk International Airport and is convenient for Istanbul's most important business districts and shopping areas.

"Turkey has an ambitious future vision and that is why we are always looking for fresh opportunities in this dynamic country," says Jean Gabriel Pérès, President and Chief Executive Officer of Mövenpick Hotels & Resorts. "Our brand of Swiss upscale hospitality resonates strongly with customers here and we see Turkey as playing a key role in the continued success of our company's global expansion."

The new Mövenpick Hotel Istanbul Golden Horn enjoys a privileged parkland position – with stunning views of the famous water-front and city – as well as boasting contemporary design flourishes that reflect the area's rich history. "This location is not only rich with history but also perfectly located for the needs of contemporary travellers whether they are travelling for business or leisure," says Ola Ivarsson, Chief Operating Officer, Mövenpick Hotels & Resorts in Europe. "I'm proud to say the Mövenpick Hotel Istanbul Golden Horn is our second hotel in Istanbul and our fourth hotel in Turkey following the success of our award-winning 5-star Mövenpick Hotel Istanbul and our properties in the capital of Ankara and the port city of Izmir."

Frank Reichenbach, General Manager of Mövenpick Hotel Istanbul and Regional Manager Turkey, said: "The Mövenpick Hotel Istanbul Golden Horn will continue to build on the reputation of Mövenpick Hotels & Resorts in Turkey for exceeding guest expectations, unforgettable gastronomy and delivering our promise that every team member will go that extra mile to ensure total guest satisfaction."

With an exterior by Loft Architects and interiors by renowned designer Sinan Kafadar from the Metex Design Group, the new hotel's décor evokes the ways in which the Golden Horn estuary has informed Greek, Roman, Byzantine and Ottoman history through naval motifs, such as compass designs and interlinking chains, wave wood panelling, the soft application of watery blues, a generous use of white

marble, black and white harbour photographs and lavish historical maps. Bold symmetrical patterned carpeting contrasts with the clean lines and subtle tones of contemporary furniture in the hotel's 26-sqm to 32-sqm rooms and striking features such as the curvaceous panelling of the spa and the ingenious wooden swirls of the restaurant ceiling create dramatic focal points.

All rooms, including the hotel's 7 suites, enjoy panoramic views of the city or the historic waterfront, 40-inch flat-screen televisions with satellite, free WiFi, workstations, laptop-friendly safes as well as tea and coffee-making facilities. The private balconies of the hotel's Premium rooms are perfect for the alfresco pleasure of unforgettable peninsula sunsets, while the Golden Horn suite offers the added indulgence of a Jacuzzi on one of its two balconies.

These astonishing views can also be savoured at the Pruva Swiss Grill Restaurant that features an open show kitchen, a 20-seat private dining room, an inviting terrace for up to 90, interior seating for 146 and a wide range of innovative Mediterranean cuisine as well as Swiss and Turkish specialities. Meanwhile, at the Lobby Lounge and Bar, guests can enjoy refreshing drinks, mouth-watering snacks and evening cocktails.

The hotel is also perfectly designed for corporate functions with 6 meeting rooms of 23 to 120 sqm and the divisible 380-sqm Golden Horn Ballroom that can accommodate up to 440 guests and is ideal for car and product launches thanks to its custom-designed entrance points and unique elevator system. Sophisticated system technology in the conference rooms and ballroom allows all lights, sound and video to be controlled by the swipe of an iPad.

For those who need refuge from a busy day, the hotel also features the Serenity Wellness Centre with a state-of-the-art fitness centre, Turkish Hammam, saunas, a steam room, relaxation zone and massage rooms.

"Mövenpick Hotel Istanbul Golden Horn offers an ideal range of facilities, a unique historical perspective, a comfortable contemporary ambience and a great location – it's the perfect package for any visit to Istanbul," said Neyran Tan, the hotel's General Manager.

The new hotel is owned by Akgel Real Estate Investment and has been built in line with international sustainable construction standards, using recycled materials and the latest energy and water saving technology. "Sustainability and innovation is at the core of Mövenpick Hotels & Resorts and also at the heart of every thing that we do, so this was a natural partnership," says Volkan Ongel, Managing Partner of Akgel Real Estate Investment. "Our innovative design and use of natural elements such as wood and stone not only creates an unforgettable sense of architectural harmony for guests but also complements perfectly the hotel's unique historical setting."



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