

Organic expansion energises Mövenpick Hotels & Resorts. Zurich

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Zurich (Switzerland), 11 March 2014 - Mövenpick Hotels & Resorts has announced new hotels in Turkey, Mongolia and Morocco, the take-over of a landmark property in Pakistan and the opening of a new 'hotel within a hotel' in Egypt as considered organic expansion continues to be the hallmark of the company.

Mövenpick Hotels & Resorts has just taken over a five-star landmark hotel in Karachi from Sheraton, marking the first property in Pakistan to be managed by the upscale international hospitality company of Swiss heritage.

The 407-room hotel, now known as the Mövenpick Hotel Karachi, is based in the city's prime Club Road location and a major refurbishment – renovating two guest room floors, all restaurants and the lobby – will be carried out later this year.

With a presence already in Tangier, Mövenpick Hotels & Resorts will open two more properties in Morocco. By summer the company will take over management of a hotel in Casablanca in the heart of the business district's 'Wall Street', close to the famous Medina. The 184-room Mövenpick Hotel Casablanca enjoys a rooftop pool, spa, three restaurants, six meeting rooms and a relaxed urban style. Known as Hotel Casablanca Plaza, the 16-storey hotel was completely renovated in 2011 and will see further enhancements to its restaurants and bars.

The company's third Moroccan property will be opened at the end of 2014 on the exclusive Avenue Mohammed V in the Hivernage District of Marrakech. Currently under construction, the 374-room Mövenpick Hotel Marrakech will be one of the city's largest conference hotels. When completed, guests will be able to enjoy the largest city centre swimming pool in Marrakech as well as an adjacent 88-outlet upscale retail mall, on-site branded Buddha Bar, Hard Rock Cafe, Kidzo entertainment zone and an ice-skating rink.

Meanwhile, in the summer of this year, Mövenpick Hotels & Resorts will open its fourth hotel in Turkey, the Mövenpick Hotel Istanbul Golden Horn, a contemporary 137-room property overlooking the shores of Istanbul's famous Golden Horn waterway, just 10 minutes from the city's Old Town.

The hotel's construction has been carried out in line with the latest international sustainable standards, using recycled materials and state-of-the-art energy and water saving technology, while the hotel's interiors are by renowned designer Sinan Kafadar and evoke the naval influence of the Golden Horn estuary during the Greek, Roman, Byzantine and Ottoman periods.

Mövenpick Hotels & Resorts has also announced it is to manage a new hotel in the capital of Mongolia from 2018. The Mövenpick Hotel & Residences Ulaanbaatar with 250 rooms and 124 residences will be based in the upmarket area of Banyanzurh District just 3.5km from the historic centre of Sukhbaatar Square.

Finally, Mövenpick Hotels & Resorts has just opened a contemporary new 'hotel within a hotel' at Mövenpick Hotel Cairo Pyramids, only minutes from the famous Pyramid views of Giza plateau.

The new 144-room, four-storey hotel extension offers a stylish alternative to the renowned existing garden village bungalow resort. All the new rooms enjoy terraces – some with views of pyramids – and new culinary highlights include Lotus, serving a themed breakfast buffet and a la carte menu for lunch and dinner. For lighter dishes, the outdoor pool bar serves snacks; while the indoor lounge is the perfect venue for unwinding with the refreshing taste of the many cocktails on offer.

"Considered organic growth has become a hallmark of Mövenpick Hotels & Resorts and these stunning new projects illustrate this philosophy perfectly," said the company's President and CEO Jean

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