

Hamburg, December 20 2017

Mega deal – NOVUM Hospitality acquires one of Frankfurt's largest conference hotels and forms franchise with IHG® for Crowne Plaza Frankfurt Congress Hotel

NOVUM Hospitality has concluded its latest mega-deal, acquiring a conference hotel in Frankfurt-Niederrad at the start of 2018. Following a short refresh, which will take place during normal operations, the 4-star conference hotel with 396 rooms and 14 event spaces will, on the basis of a franchise agreement with IHG® (InterContinental Hotels Group), in future be run as Crowne Plaza Frankfurt Congress Hotel.

"On the basis of our productive and well-established partnership with IHG®, we are looking forward to running this 'big box' hotel, which is in a strategic location between Frankfurt airport and the city centre, under the Crowne Plaza brand," says David Etmenan, Chief Executive Officer and owner of NOVUM Hospitality.

Of the deal, Robert Shepherd, Chief Development Officer, IHG®, says, "This is our fifth deal in Germany with Novum Hospitality as part of an MDA partnership and we are looking forward to working with them to develop our market presence. Our Frankfurt team has all the skills and experience necessary to transform this hotel into a Crowne Plaza in the shortest possible time. We are convinced that the Crowne Plaza Frankfurt Congress Hotel will prove an extremely popular choice for visitors to one of the world's most important business centres."

PRESS RELEASE



CROWNE PLAZA®
HOTELS & RESORTS
AN IHG® HOTEL



NOVUM
HOSPITALITY

Crowne Plaza® combines strong customer service with connectivity, innovative spaces and flexible shared working facilities, allowing business travellers to work productively and build good working relationships with their clients and colleagues.

Crowne Plaza® offers beautifully equipped rooms, its unique Sleep Advantage® programme, 24-hour gyms, healthy food and innovative partnerships. The brand thus provides a design-focused experience ideally suited to the technology and lifestyle needs of today's business traveller. Here guests can relax and recuperate, making their working hours more productive and their down-time more relaxing.

ABOUT NOVUM HOSPITALITY

With 153 hotels and over 18,800 rooms in more than 65 locations throughout Europe, the family-run NOVUM Hospitality is one of Germany's largest hotel groups. Founded in 1988, NOVUM Hospitality has since 2004 been on a steady growth course under the dynamic leadership of managing director David Eteman. Under the brands of NOVUM Hotels, Select Hotels und niu, the portfolio comprises centrally located three-star and four-star hotels. NOVUM Hospitality is also a franchisee of the InterContinental Hotels Group, AccorHotels, Best Western Hotels & Resorts and Choice Hotels. www.novumgroup.de

Notes to Editors:

[IHG® \(InterContinental Hotels Group\)](#) is a global organisation with a broad portfolio of hotel brands, including [InterContinental® Hotels & Resorts](#), [Kimpton® Hotels & Restaurants](#), [Hotel Indigo®](#), [EVEN® Hotels](#), [HUALUXE® Hotels and Resorts](#), [Crowne Plaza® Hotels & Resorts](#), [Holiday Inn®](#), [Holiday Inn Express®](#), [Holiday Inn Club Vacations®](#), [Holiday Inn Resort®](#), [avid™ hotels](#), [Staybridge Suites®](#) and [Candlewood Suites®](#).

IHG franchises, leases, manages or owns nearly 5,300 hotels and more than 785,000 guest rooms in almost 100 countries, with more than 1,500 hotels in its development pipeline. IHG also manages [IHG® Rewards Club](#), our global loyalty

PRESS RELEASE

The logo for InterContinental Hotels Group (IHG), consisting of the letters 'IHG' in a bold, orange, sans-serif font with a registered trademark symbol.The logo for Crowne Plaza Hotels & Resorts, featuring a stylized 'C' icon in a purple oval, followed by the text 'CROWNE PLAZA' in purple, 'HOTELS & RESORTS' in a smaller font, and 'AN IHG HOTEL' in a smaller font below.The logo for Novum Hospitality, featuring a stylized 'N' icon composed of vertical bars of varying heights, followed by the text 'NOVUM' in a large, bold, black font and 'HOSPITALITY' in a smaller font below.

programme, which has more than 100 million enrolled members.

[InterContinental Hotels Group PLC](#) is the Group's holding company and is incorporated in Great Britain and registered in England and Wales. More than 350,000 people work across IHG's hotels and corporate offices globally.

Visit www.ihg.com for hotel information and reservations and www.ihgrewardsclub.com for more on IHG Rewards Club. For our latest news, visit: www.ihgplc.com/media and follow us on social media at: www.twitter.com/ihg, www.facebook.com/ihg and www.youtube.com/ihgplc.

Press officer

Carmen Majewski · An der Alster 63 · 20099 Hamburg
040 / 600 808 336 · presse@novumgroup.de · www.novumgroup.de