



# nhow

Worldwide Hospitality Awards 2016  
Best Innovation in Hotel Concept  
NH Hotel Group

Unique. Constantly on the move. nhow is chameleonic.

*nhow*

{ *nhow Brand Presentation* }

*nhow*

**nhow** part of  
**NH** | HOTEL GROUP  
a leading hotel company



Close to **400** hotels

**30** countries

**59,203** rooms

**19,000** employees

**16 million** clients a year

**#5** Ranked hotel chain in Europe

One of the **top 25** hotel chains worldwide

**Listed Company** in the Spanish Stock Market

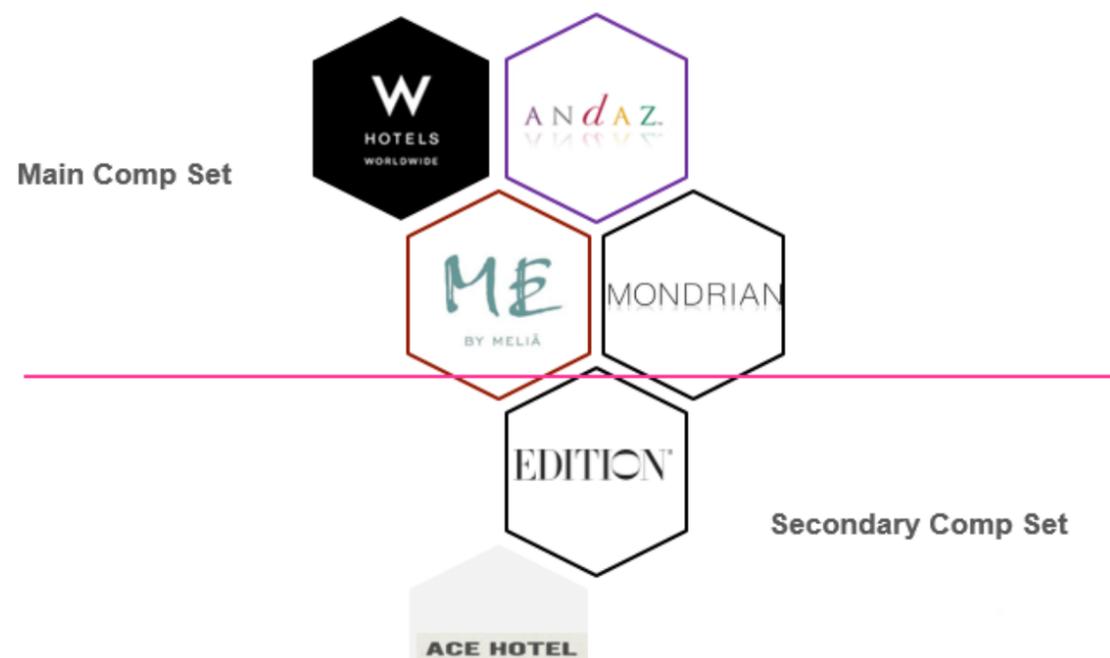
Founded in **1978** (Spain)



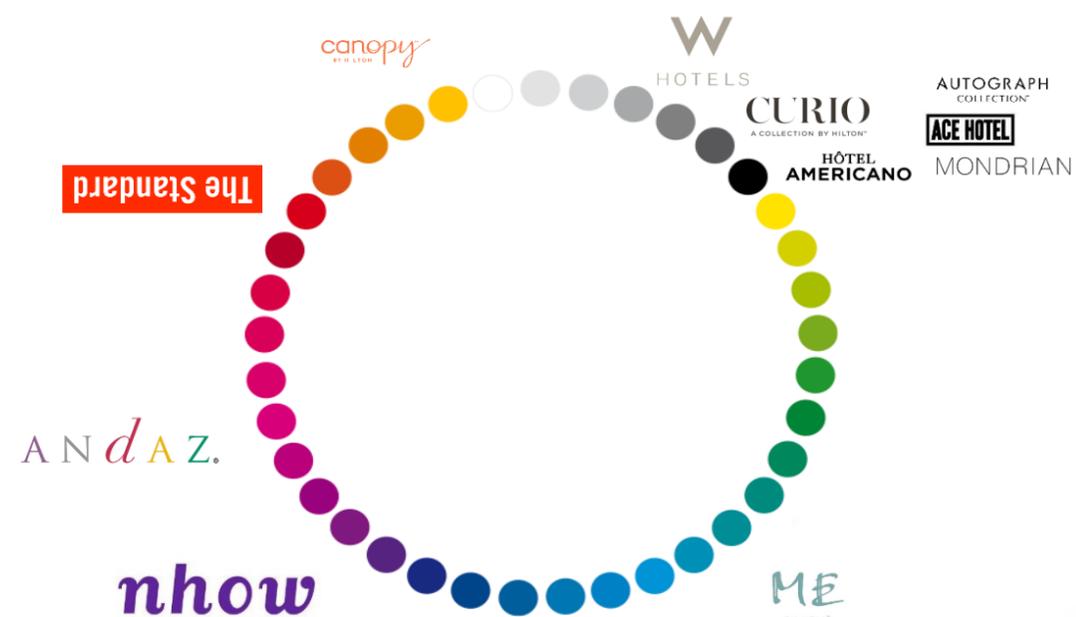
# { nhow Brand: why? }

The nhow brand concept began its development 12 years ago after a market segment analysis undertaken by NH Hotel Group revealed a niche within the upper-upscale lifestyle segment. Now, this niche is becoming mainstream and NH Hotel Group, seeing an opportunity thanks to the increasing number of millennials and spending capacity, has set its focus on this brand for the next years with the goal of becoming a reference within the segment.

## Global Competitive Set



## Benchmark



# { nhow Brand Concept & Principles }

We have designed nhow hotels to break established moulds and elevate the visitor's senses to unknown heights. Our aim is to ensure that every visit means a new experience for each client. To create a sense of expectation, a zest for discovery and an appetite for returning to any nhow hotel.

## Concept

{ idea }

Elevate your stay

## How

{ how we do it }

Disruption

through a continuous disruption, sense of “wow” and change.

## Where

{ location }

Change

nhow hotels are located in key urban areas undergoing transformation and change.

## Essence

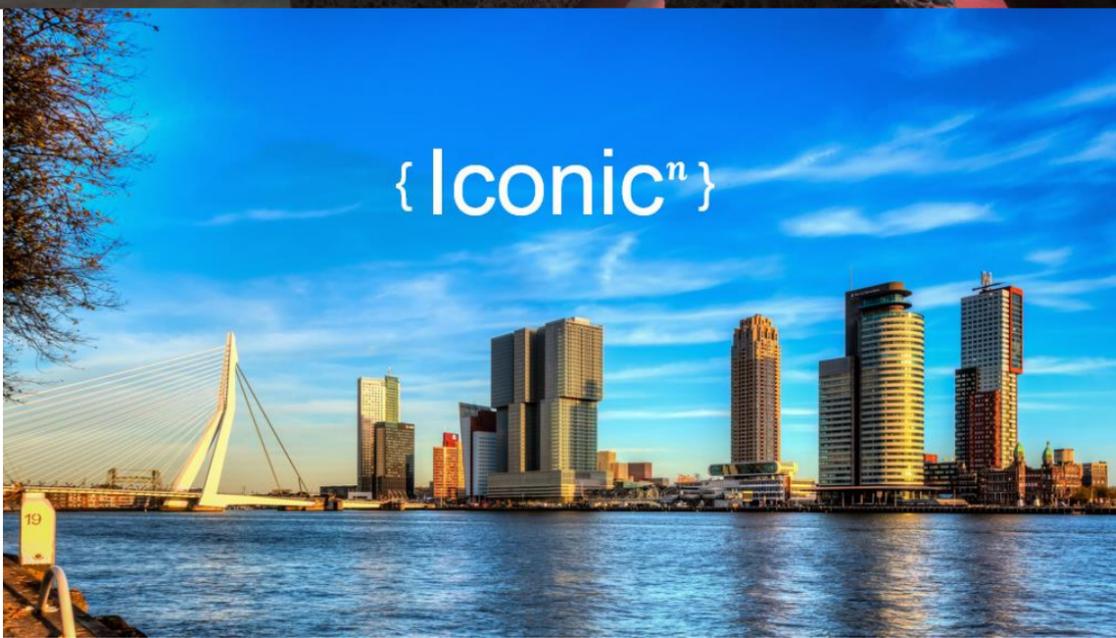
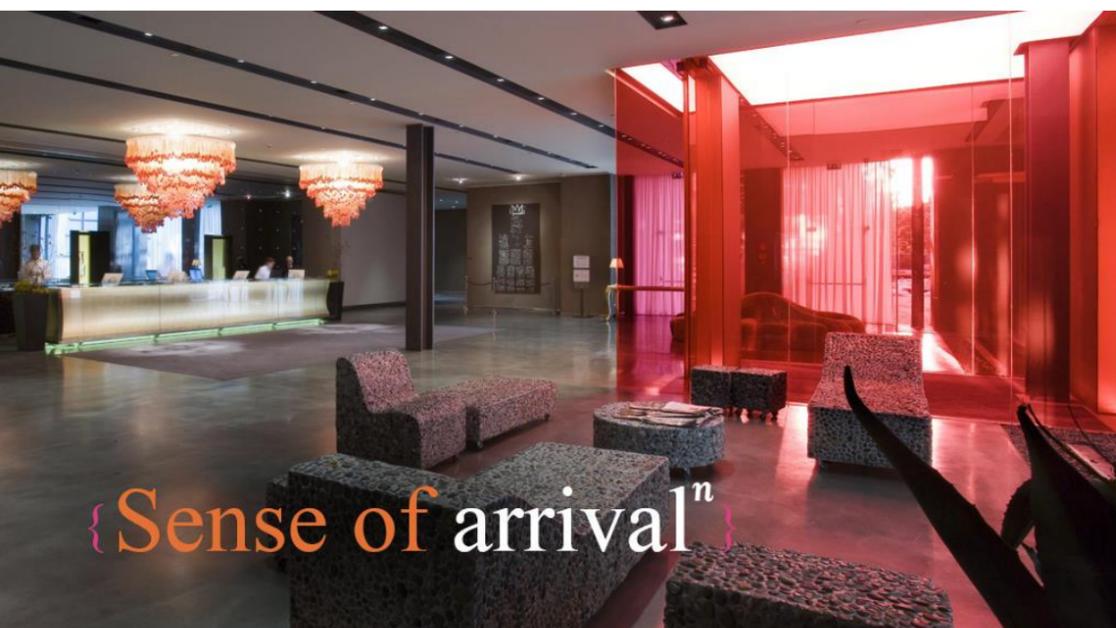
{ what we do }

Awakening your senses

both physical (sight, smell, taste and touch) and intellectual (activity, discovery...)

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# { nhow Brand Concept: expressions of experience }



# { nhow Brand Concept: operational promise }

The  
power  
of *yes!*<sup>n</sup>

We embrace the challenge of adapting to your every need at any moment.

Beyond  
brilliant *basics*<sup>n</sup>

We go further to give you a travel experience that stimulates all your senses.

nhow  
*connected*<sup>n</sup>

A range of Wi-Fi services for a new way to work, or pretend to work, in a specifically designed location.

*wake  
up* nhow<sup>n</sup>

In our colorful breakfast point you will start a perfect day with healthy and tasty food.

<sup>we</sup>  
*know  
you*<sup>n</sup>

We exceed your expectations and anticipate your needs and wants.

*f&b*  
nhow<sup>n</sup>

Enjoy the most popular F&B local experiences.

It's  
*fitness*  
time<sup>n</sup>

Full fitness, wellness and health experiences with all the latest equipment.

nhow &  
*the City*<sup>n</sup>

Our hotels are a living, constantly changing extension of the city.

Leading  
*eco-efficiency*<sup>n</sup>

We use innovation and eco-efficiency, guaranteeing health & well being during your stay and contributing to care for the planet.



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# { nhow Brand: target group }

## 'nhow' travelers profile

Open-minded, curious & receptive to original **unexpected experiences**

## Cosmopolitan Dynamic

Like the constant change, value **creativity**

Like to be **"where it's at"**,  
to see and to be seen.



## 'nhow' target group

**Younger** than other brand exclusive customers

Higher share of **female customers** in nhow hotels is higher than in NH Hotels and NH Collection

## B2C

25 to 50-year-old travelling **for leisure or business** who look for a hotel where they can experience live happenings to enjoy their stay in the city.

Open-minded affluent **millennials** travelers

## Meetings & Events

For events looking to transmit an innovative and **avant-garde** image in a surprising environment enhanced by **state-of-the-art technology**.

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# { Implementation & Conception }

# { nhow Brand: current properties }

Each nhow hotel is **unique** and has its own personality, which is inspired by the place where it is

Hotel Essence: awakening your senses through the **city vibe**

**nhow** Milano

Opened 2006



*fashion*  
&  
*design*

**nhow** Berlin

Opened 2010



*music* &  
*entertainment*

**nhow** Rotterdam

Opened 2014



*art* &  
*architecture*



*nhow* Milano

The **nhow Milano** hotel is an artistic, cosmopolitan home-away-from-home, great for exploring all the Design District of the city.

**Designed by Matteo Thun** and located right in the heart of Milan's fashionable Via Tortona, a strategic location that becomes an avant-garde creative laboratory full of lively ideas and psychedelic atmosphere.

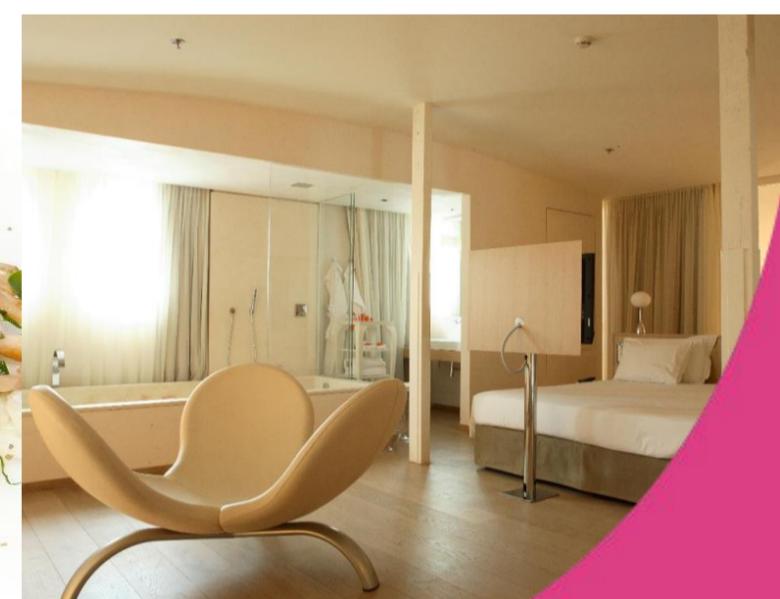
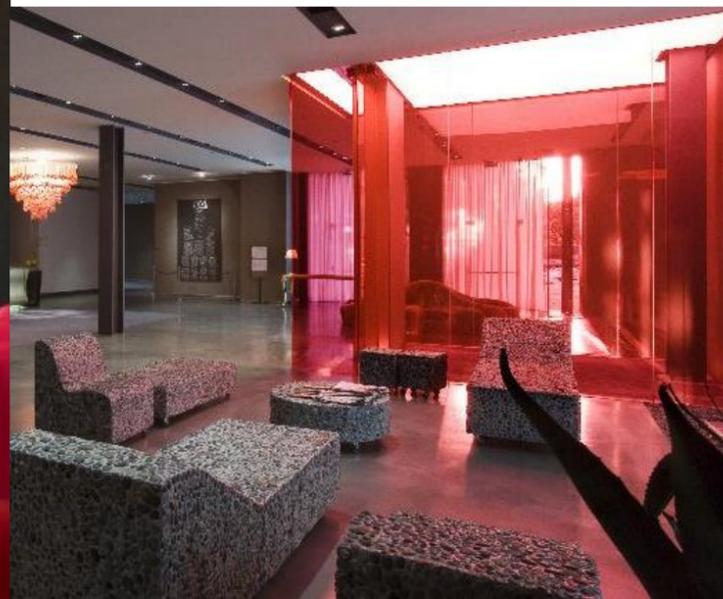
**246 rooms and 12 meeting rooms for up to 440 people**

(theatre style) organized and appointed for any kind of meeting, conference, fashion show or private cocktail.

## gastronomy

Our **creative Chef, Luca Molteni**, is an artist who delights guests with a variety of fresh Mediterranean and international cuisine, while the **Lounge bar is designed by Karim Rashid**, renowned NY-based interior designer

A unique techy twist provided by its available **3D Holographic technology**





**nhow Berlin** is located right on the bank of the Spree river and at the epicenter of Berlin's music, fashion and artistic scene. It is Europe's first music hotel and was **designed by NY-based Karim Rashid**.

A work of art in its own right, the nhow Berlin is a modern architectural and design highlight of the capital.

## gastronomy

At **Fabrics Restaurant** you will enjoy **Franco-German nouvelle cuisine** of the highest quality, with a regional touch.

The **Envy Bar** terrace offers a view of the Oberbaum Bridge.

## nhow 3D holographic technology

The nhow Berlin is the first hotel in Germany to offer **3D projection technology**: products, ideas and even colleagues, guests and celebrities are brought to virtual life.

## nhow Studio

With **two recording studios**, a recording booth and a large lounge, the nhow.



## facilities

**304 rooms** with **guitar and keyboard complimentary room service** available upon request.

**7 meeting rooms** up to 930 people.

# nhow Rotterdam



**nhow Rotterdam**, designed by renowned Dutch architect Rem Koolhaas (OMA), offers in-house art exhibitions, inspirational speakers, product launches and conferences.

The hotel occupies a waterfront position on Wilhelmina Pier. It's part of the sleek new **De Rotterdam building**, all conveniently located in an area known as 'Manhattan on the river Maas'.

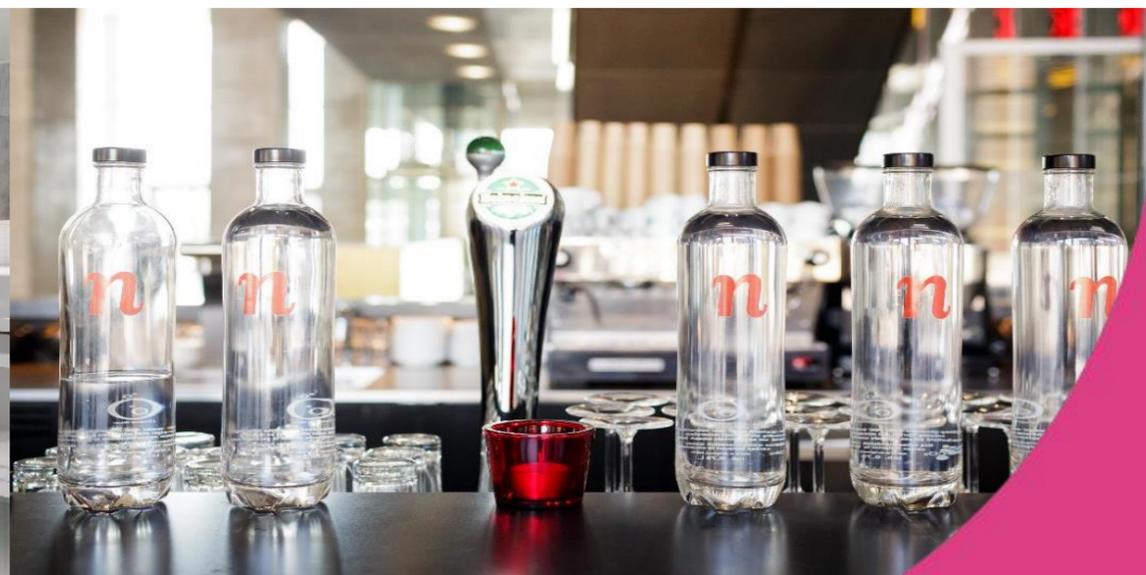
## Floor to ceiling windows

**278 rooms**

offering views of the Erasmus Bridge, river and skyline.

## gastronomy

Seven days a week our **Bar-Kitchen** offers you all our dishes with flavours from all around the globe, with a concept of testing and sharing. Our bar, where you could enjoy the **view over the skyline**, was recognized as the **Best Hotel Bar 2014 of Rotterdam**.



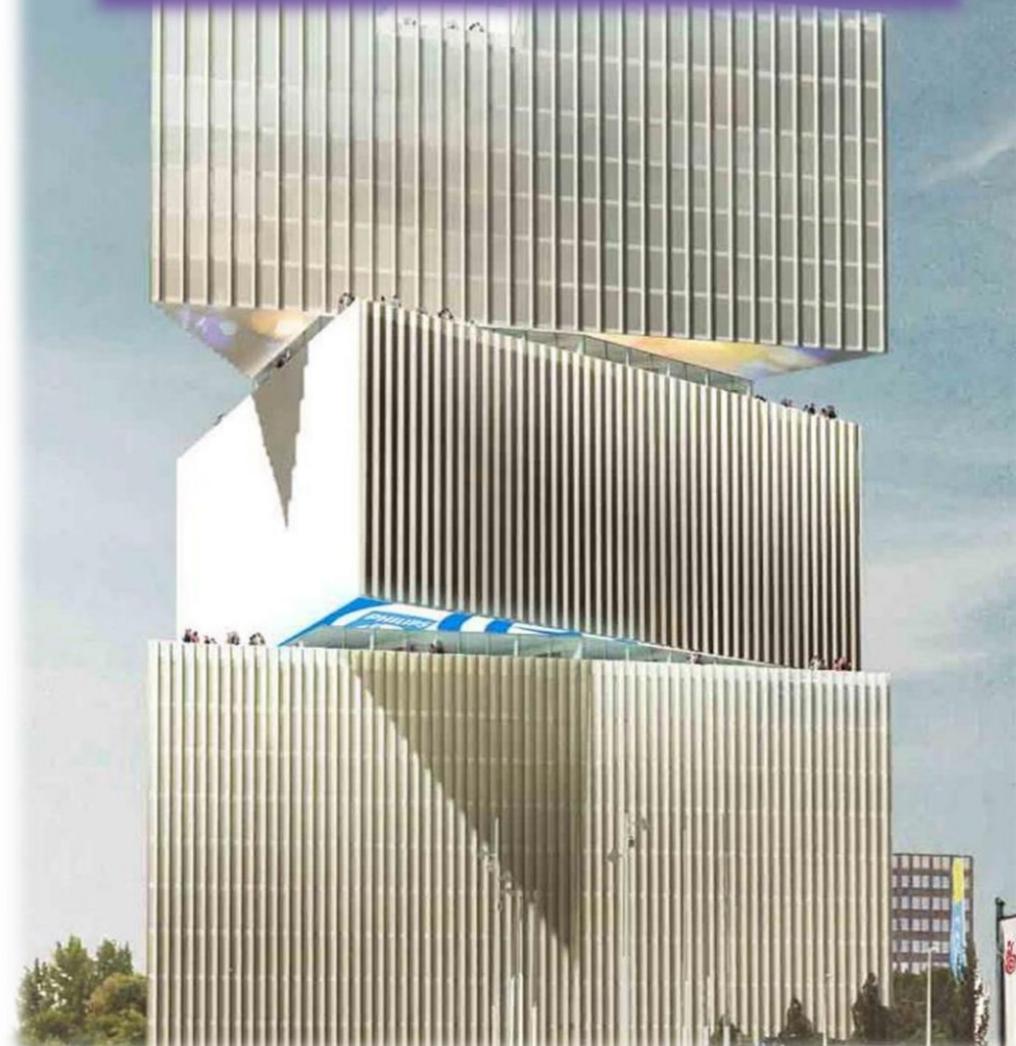
# { nhow Brand: upcoming openings }

Santiago<sup>n</sup>



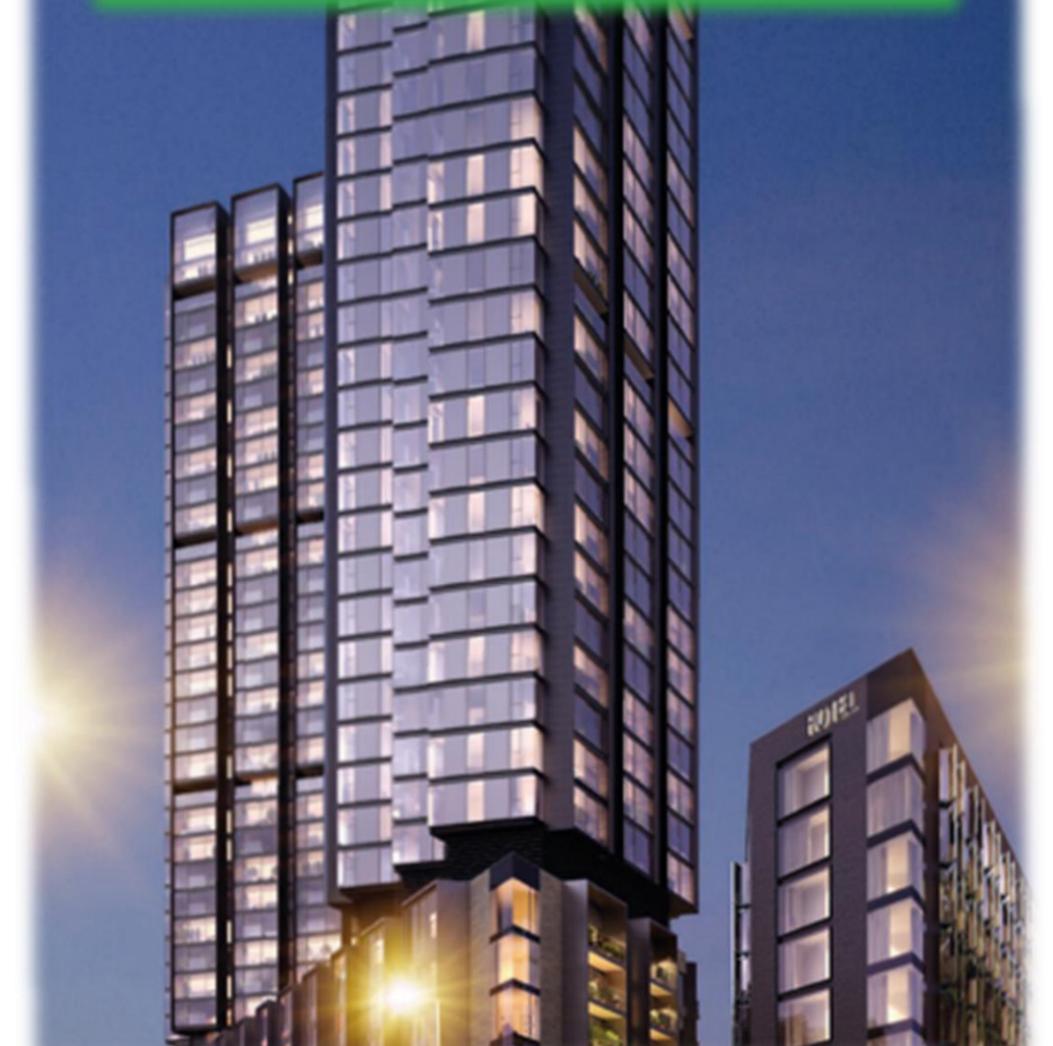
Santiago de Chile – by 2018  
146 rooms / 1,000 sqm for M&E

Amsterdam<sup>n</sup>



Amsterdam – by 2018  
650 rooms / 25 floors

London<sup>n</sup>



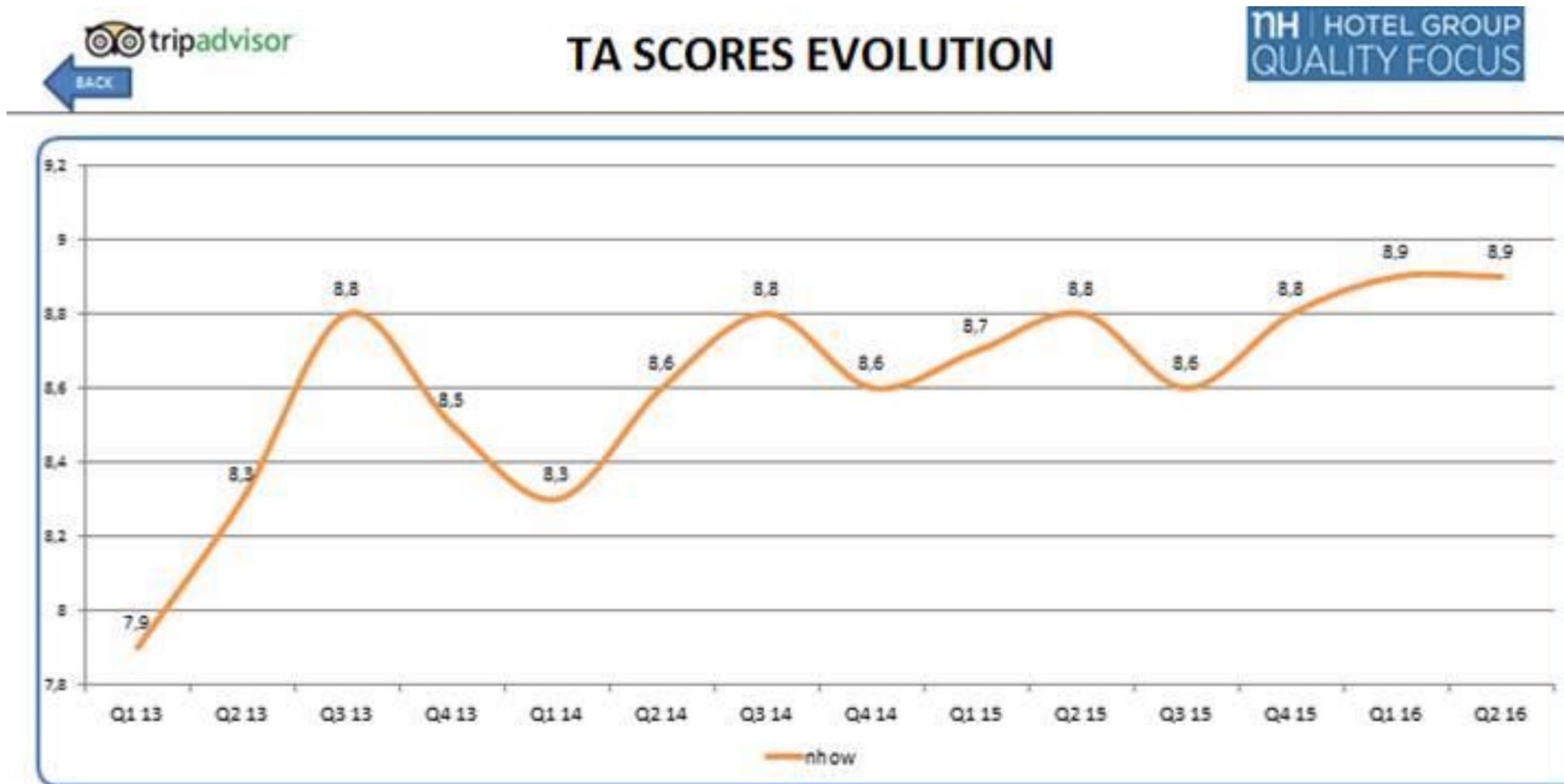
London – by 2019  
190 rooms / 8 floors



{ Evaluation & Results }

# { nhow Brand: customer satisfaction & Tripadvisor comparative }

Customer satisfaction close to the **top 9** scoring in TripAdvisor, with top rating for **Breakfast** and **Sleep Quality**



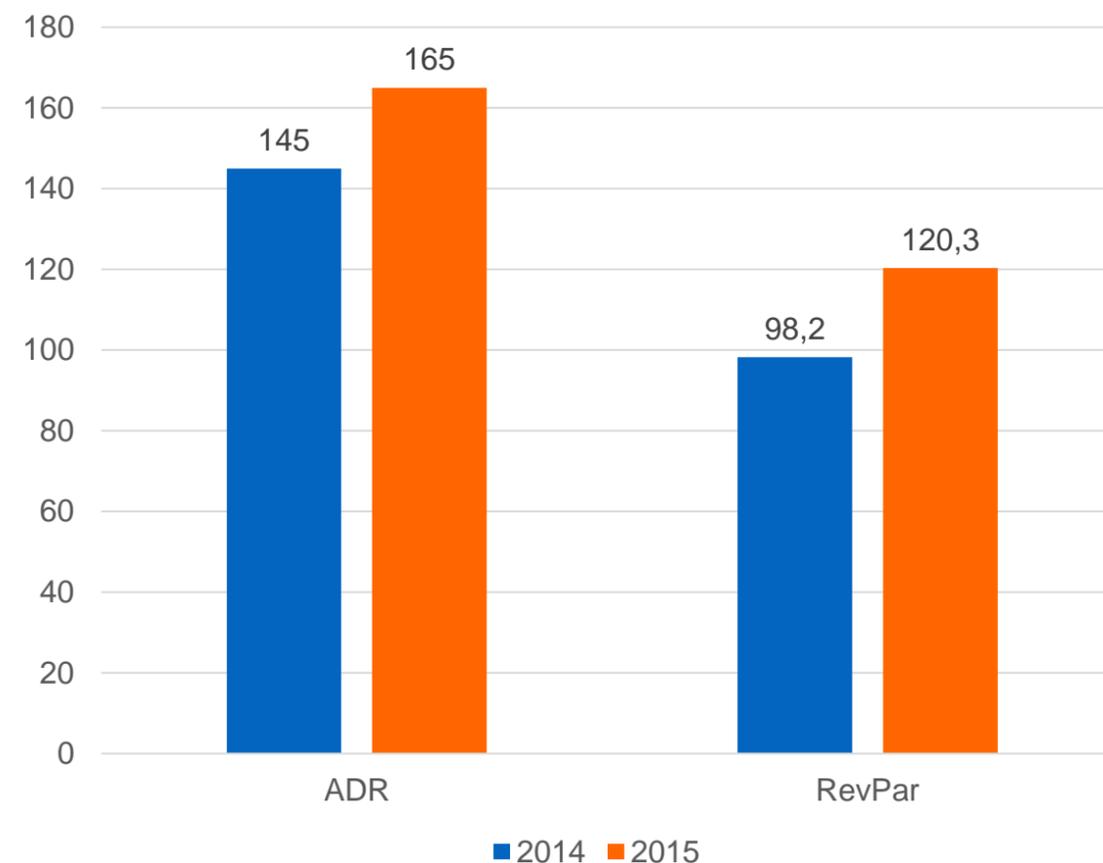
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# { nhow Brand: results & forecast }

All properties experienced an increase in ADR and RevPar and healthy double digit from 2014 to 2015, while **average occupancy** reached heights of **over 70%**

Landmark hotels forecast to double the value brought to the company in the following 3 years, with 3 new additional properties under construction (London, Amsterdam, Santiago de Chile). Development pipeline forecast is to reach a portfolio of at least **10 properties in the next 5 years in main lifestyle key capitals**

Comparative results  
2014/2015 of **nhow**  
**Milano**, flagship  
property of nhow brand





Thanks!

