

Paris, 18 November 2024

Belgium: Covivio and Accor unveil the Novotel Bruges Centrum hotel, new flagship for the Novotel brand

A new 4-star reference for a UNESCO-listed city

- 52% reduction in post-renovation carbon emissions, with total phase-out of fossil fuels

Covivio and Accor are today presenting the Novotel Bruges Centrum hotel in Bruges, Belgium, which has just been repositioned and upgraded from 3 to 4 stars. The renovation illustrates Covivio's ambitions in the hotel sector through the pursuit of its asset management strategy and the greening of its hotel portfolio.

With a portfolio of more than 300 hotels in 12 countries, representing a value of €6.4 billion at the end of June 2024, Covivio is the preferred partner of some twenty hotel operators in Europe (Accor, B&B, IHG, Marriott, NH Hotel Group, etc.). With its unique positioning as an investor, asset manager and operator, Covivio is helping to renew the hotel offer and experience, while creating value for its hotel assets.

Covivio acquired the hotel in 2005 as part of the purchase of a portfolio of 128 hotels from Accor, before acquiring the business asset in 2022 with a view to creating value. Managed by WiZiU, Covivio's hotel management platform, the hotel is operated by Accor under a franchise agreement. In line with its strategy of asset management and greening its hotel portfolio, Covivio has launched a €14m works programme to transform and reposition the hotel. At the same time, Accor has chosen the hotel as the location for the brand-new concept of its historic Novotel brand.

Novotel Bruges Centrum, welcome to the new flagship of the Novotel brand

Ideally located in the historic centre of Bruges and close to the main tourist attractions, the Novotel Brugge Centrum hotel has just undergone a complete transformation, with an upgrade from 3 to 4 stars. Following this refurbishment and repositioning, the hotel is now the Accor group's new flagship Novotel.

Right from the entrance, the hotel lobby has been completely redesigned by the RF Studio design agency, with different areas for working, having a drink, playing and relaxing. The hotel also features the new "social hub" concept, offering food and entertainment, developed through a partnership between Accor and Paris Society.

In addition to the communal areas, the ground floor spaces have been optimised to meet the new needs of customers: the former meeting rooms have been transformed into 12 family suites. Upstairs, the 126 bedrooms have also been renovated.

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Finally, a new leisure area has been created on the ground floor, and improvements have also been made to the swimming pool and green spaces.

In keeping with its CSR ambitions, Covivio has carried out this project with a view to decarbonising the building. Several actions have been implemented: recourse to the circular economy with the conservation of part of the ventilation networks, reducing the production of site waste and the consumption of new materials; electrification of all the hotel's uses, with a complete transition to non-fossil fuels; and finally, total renovation of the hotel's energy system (heating/cooling, domestic hot water and ventilation of the premises).

The results are already there, as CO₂ emissions linked to energy consumption have been reduced by 52% after the works. They now stand at 18.5 kg eqCO₂/m² per year, 15% below the CRREM 1.5°C target of 22 kg eqCO₂/m² per year established for Belgian hotels by 2030.

A hotel in the portfolio [WiZiU](#), Covivio's hotel management platform

WiZiU manages hotels in France and Belgium, either under brand names or under franchises from Accor, Marriott, Hilton or IHG, and is involved in all stages of the management and operation of these establishments. To date, WiZiU has 10 hotels with a total of 1,150 rooms, located in Lille (x5), Le Touquet, Nice, Rouen and Bruges (x2).

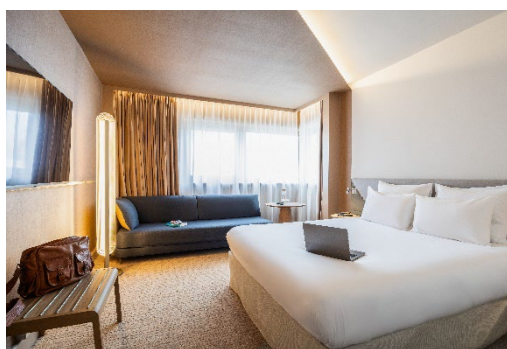
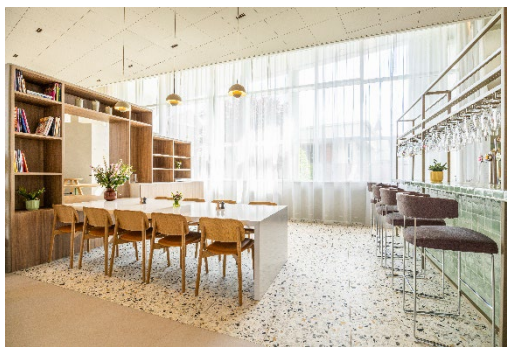
Between now and the end of the year, 14 new hotels will be joining the platform. WiZiU's ambition is to support the repositioning of these hotels through brand changes and a targeted investment programme. By the end of 2024, WiZiU will manage 24 hotels, with a total of 3,090 rooms and a value of around €500m.

[>> Download the press kit <<](#)

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PHOTOS

Credit photos : Abaca



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ABOUT COVIVIO

Thanks to its partnering history, its real estate expertise and its European culture, Covivio is inventing today's user experience and designing tomorrow's city.

A preferred real estate player at the European level, Covivio is close to its end users, capturing their aspirations, combining work, travel, living, and co-inventing vibrant spaces.

A benchmark in the European real estate market with €23 bn in assets, Covivio offers support to companies, hotel brands and territories in their pursuit for attractiveness, transformation and responsible performance.

Build sustainable relationships and well-being, is the Covivio's Purpose who expresses its role as a responsible real estate operator to all its stakeholders: customers, shareholders and financial partners, internal teams, local authorities but also to future generations and the planet. Furthermore, its living, dynamic approach opens up exciting project and career prospects for its teams.

ABOUT ACCOR

Pioneering the art of responsible hospitality, connecting cultures, with heartfelt care.

With an unrivalled portfolio spanning geographies, segments and businesses, Accor offers a diverse and integrated ecosystem of tailored hospitality offerings.

Accor is a trusted expert and preferred partner for hotel owners, with a business model optimized to deliver maximum value and first-class services and experiences to guests.

Accor's ethos is embodied by our team of 330,000+ Heartists®, who instill a passion for hospitality with genuine care to create truly distinctive stays and foster meaningful connections with respect and care for the planet and local communities.

45+ hotel brands, from luxury to eco

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10+ extended hospitality brands and services (coworking, B2B, entertainment, etc.)

5,700+ hotels

10,000+ restaurants & bars

20,000+ meeting rooms

3,000+ hotels with spa or fitness center

400+ party venues

330,000+ *Heartists*®

Data to June 30, 2024

Novotel is one of the best-known and most reliable mid-range hotel brands.

It has over 550 hotels in 65 countries in Northern and Southern Europe, the Americas, Southeast Asia, Greater China, the Pacific, the Middle East, India and Africa. With more than 170 hotels in the pipeline, Novotel plans to add more than 37,000 rooms to its current network of 108,272 by 2027.

ABOUT RF STUDIO

RF Studio is a multidisciplinary agency with a staff of around forty designers and interior architects. The studio works mainly on projects that combine mixed programmes with strong aesthetic demands, for clients who are looking to push meaning and identity as much as functionality, in varied and complementary fields such as gastronomy, hotels, workplaces and cultural venues. In our projects, whatever the scale, the studio pushes forward the thinking on uses and approaches the integration of technologies, well-being and respect for the environment at a very early stage. The choice of raw materials and know-how is a central component in the development of our spaces, and even more so in our bespoke furniture.

Designers before interior architects, we favour new manufacturing techniques and new materials. Our residential projects, like the restaurants we design in places that are often historic and heritage sites, are all opportunities to showcase the unique expertise, both traditional and innovative, of the craftspeople who go the extra mile to bring our creations to life. The practice of design is at the forefront of changes linked to climate change, shortages of materials and the need to design our future environments more responsibly.

To achieve this, the studio has surrounded itself with a network of manufacturers, craftsmen and producers committed to sustainable development and short supply chains. Some of the studio's latest projects that embody our approach include the Madame Brasserie restaurant at the Eiffel Tower, the Cravan cocktail bar for Moët Hennessy, a house in the Vexin region and a 1200 m2 flat in Saint-Germain-des-Prés.

Ramy Fischler is a Belgian designer who has been based in Paris since 1998. A graduate of the École Nationale Supérieure de Création Industrielle (ENSCI-Les Ateliers), he worked for almost ten years with designer Patrick Jouin, and became a resident of the French Academy in Rome (the Villa Medici) in 2010, when he set up his studio. RF was awarded the Chevalier de l'Ordre des Arts et des Lettres in 2016. In the same year, he was appointed Director of Architectural and Event Design for Chanel. In 2018, he was voted Designer of the Year by the Maison & Objets trade show.