



Reunión anual del Foro pro clima Madrid

Huerto Urbano en el NH Collection Eurobuilding

24 de Noviembre de 2014

ENVIRONMENT & SUSTAINABILITY DEPARTMENT
Mónica Chao – Directora Corporativa de Medio Ambiente y Sostenibilidad

NH HOTEL GROUP

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OUR VISION:

*“One day, whenever anyone contemplates a trip to a city for an overnight stay or meeting, for business or pleasure, they will always ask themselves:
Is there an NH hotel at my destination?”*

A LEADING HOTEL COMPANY

OVER 375 HOTELS

28 COUNTRIES

58,195 ROOMS

19,000 EMPLOYEES

16 MILLION CLIENTS



**Leaders in Europe
with resorts in Spain and Italy**

340 hotels

50,006 rooms

(86%)

**Strong presence
in America**

37 hotels

7,947 rooms

(14%)

FOUR BRANDS, A WIDE RANGE OF POSSIBILITIES

nh | HOTEL GROUP

nh
HOTELS

PASSION FOR SERVICE

3- and 4-star urban hotels for travelers who, for business or leisure purposes, are looking for an excellent location with the best value for money.

Comfortable and functional rooms with services and facilities adapted to your needs,



nh COLLECTION

FEEL SPECIAL

Within the Premium hotels segment, NH Collection has hotels located in the main capital cities of Europe and Latin America.

Hotels that surprise their guest by exceeding their expectations.

nhow

ELEVATE YOUR STAY

Each hotel is a unique creation. New forms of contemporary architecture, design and luxury by prestigious architects and interior designers (Matteo Thun, Rem Koolhaas, Karim Rashid...).

Each one has its own personality inspired by the city it is in. It becomes a distinctive landmark both for the guest and for the inhabitants of the city.

Hesperia
RESORTS

PERFECT ESCAPES

Holiday resorts with a renewed concept of contemporary accommodation and customized service that impresses at every level.



SOSTENIBILIDAD: UNA INICIATIVA ESTRATÉGICA PARA NH HOTEL GROUP

24 INITIATIVES UNDER 4 VALUE DRIVERS

▲ REVENUES INCREASE	NEW VALUE PROPOSITION	<ul style="list-style-type: none"> • New Brand Architecture and Experience, new pricing strategy and increased investment in marketing
	PORTFOLIO OPTIMIZATION	<ul style="list-style-type: none"> • Relocation Plan: €200-220 investment that will allow the portfolio segmentation and to refresh the product in order to increase the value proposal and to extract the full ADR potential of our hotels • Sale of own assets that do not fit either with the new product or NH strategy • Sale of additional assets to finance the repositioning plan
▲ MARGIN INCREASE	DIRECT SALES INCREASE	<ul style="list-style-type: none"> • Reduction of intermediation costs by increasing direct online sales (web site and mobile applications) and lowering the costs of indirect channel • Sales strategy (channels) and strategic pricing (prices-value) and yield management by market
	COST EFFICIENCY	<ul style="list-style-type: none"> • Optimization of support functions and purchases • Continue with the leases adjustment plan and leases renegotiation
GROWTH		<ul style="list-style-type: none"> • Organic expansion strengthening presence in Europe and Latam with different products to compete within each segment (upper-up-scale, up-scale, mid-scale) and with the contracts and conditions of each country
ENABLERS		<ul style="list-style-type: none"> • IT, Human Resources and Sustainability initiatives • Roll out a change in business culture to make NH a global company



NUESTRA PROMESA DE SOSTENIBILIDAD

For NH Hotels Sustainability means

caring for **people we host**

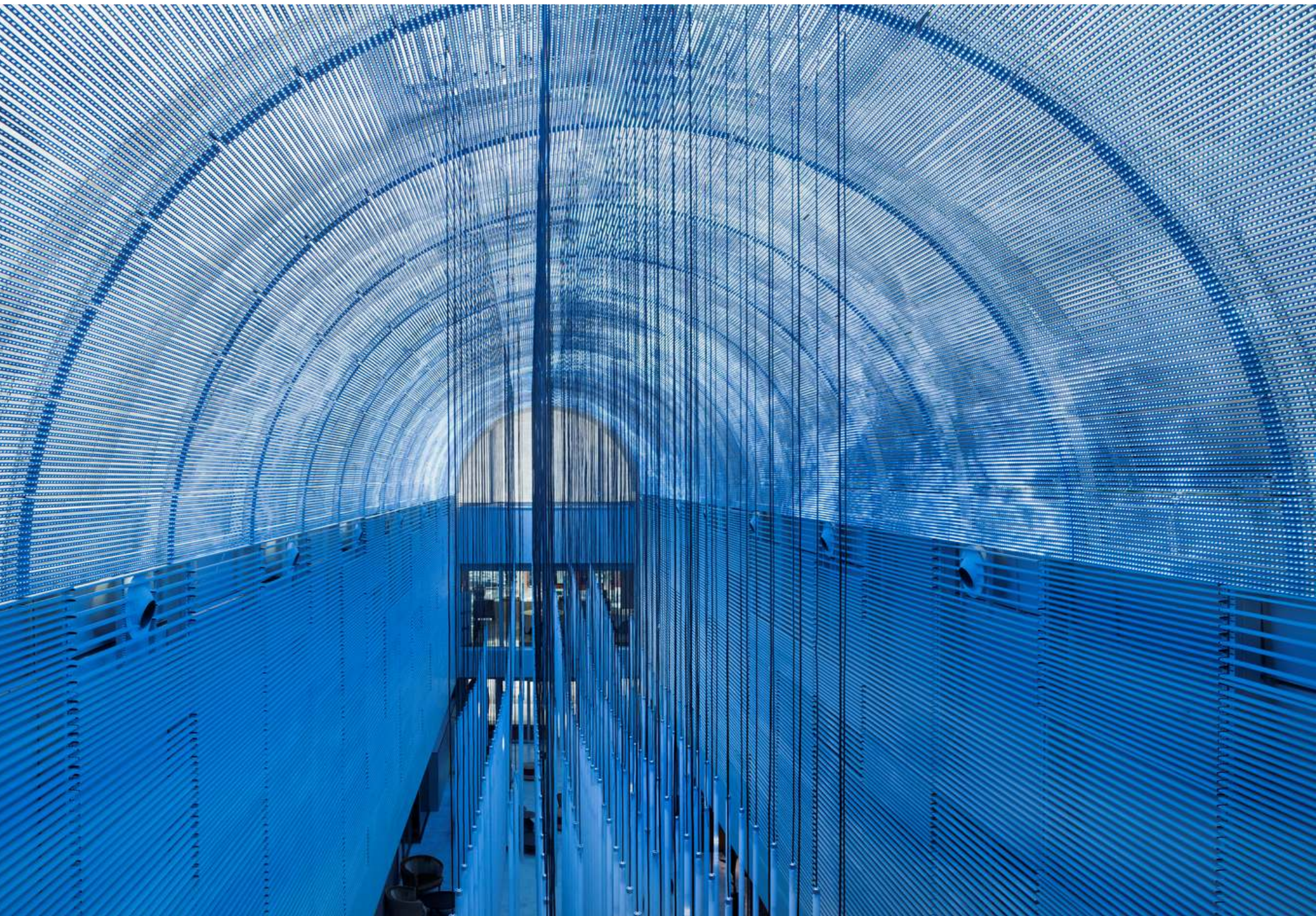
caring for **destinations** where our hotels are located

caring for **the world** we all share.

NH Hotels uses innovation and eco-efficiency to guarantee you feel the place, enjoy a healthy & well being stay and contribute to care for the planet.



HUERTO URBANO EN EL NH COLLECTION EUROBUILDING

















FACTORES DE DECISION

- Elección de la ubicación
- Determinación del tamaño
- Diseño
- Elección de especies
- Mantenimiento

El huerto más alto de Madrid





healthy corner

approfitte per fare il pieno di energia

pomelmo rosa e Aloe Vera

antiox



