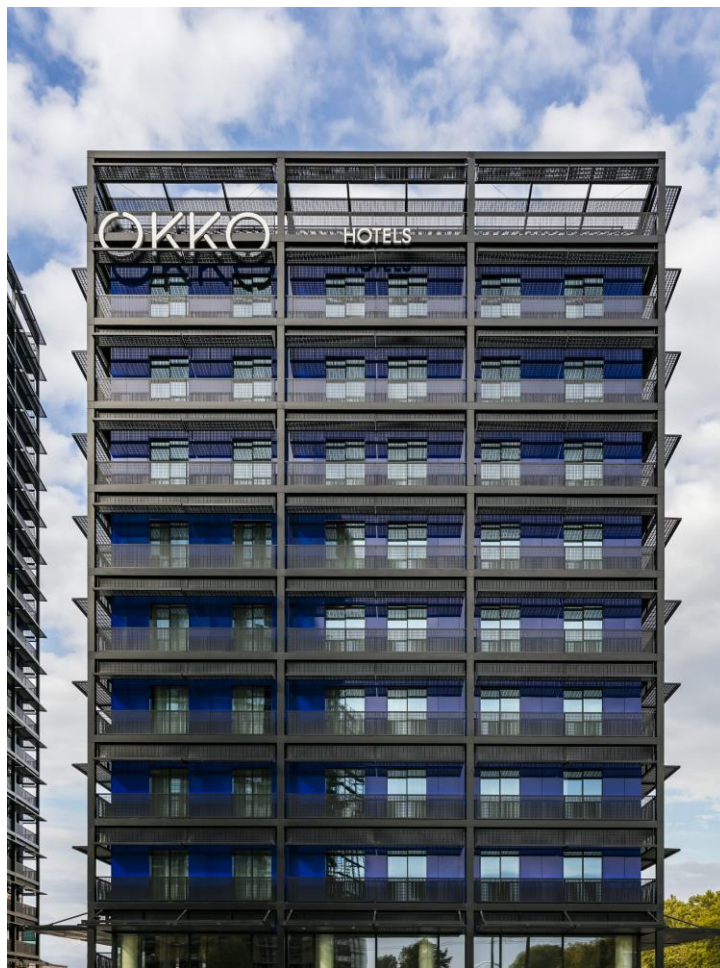


# OKKO

HOTELS

## PRESS RELEASE

OKKO HOTELS OPENS A 120-ROOM HOTEL  
ON THE PRESQU'ÎLE MALRAUX DEVELOPMENT IN STRASBOURG



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EDITORIAL BY OLIVIER DEVYS, FOUNDER AND PRESIDENT OF OKKO HOTELS



“Following the opening in June of our first hotel in Paris, we are about to become acquainted with another capital city. This time, it is a European capital: the city of Strasbourg.

The administrative centre of Europe and capital of the Alsace region, Strasbourg also boasts an unrivalled architectural and gastronomic heritage. A popular destination for both business people and tourists, it was a natural progression for our young chain to open a hotel in this beautiful city.

The group’s eighth establishment was unveiled on 1st October 2017, just a few short weeks before the opening of the city’s famous Christmas market. We hope that our innovative hotel concept, allied to the authenticity of our service, will prove to the liking both of the locals and of visitors from across Europe and beyond.”

Olivier Devys  
Founder and President of OKKO HOTELS

## A LOCATION AT THE HEART OF STRASBOURG'S FUTURE

OKKO Hotels Strasbourg is an integral component in the redevelopment of the Presqu'île Malraux district. As part of the broader Eurométropole project, this former area of port wasteland has been given a new lease of life – both economically and culturally – following the opening of the Cité de la Musique et de la Danse, the André Malraux media library, the Rivétoile shopping centre and the UGC Ciné Cité cinema complex.

Overseen by the real estate investment group Icade, the Black Swans development is contributing three more buildings to this urban regeneration project, including the 120-room OKKO HOTELS Strasbourg. The hotel, designed by architect Anne Demians, stands proudly at the foot of the Winston Churchill tram station. Visitors arriving by train can therefore easily reach the hotel in twenty minutes from the city SNCF railway station.

### Fact sheet

Number of guestrooms: 120  
Total floor area: 3,600 m<sup>2</sup>  
Developer: Icade  
Architecture: Anne Demians  
Interior design: Studio Norguet Design

## THE CLUB AREA: THE HEART OF THE OKKO CONCEPT



Although OKKO HOTELS Strasbourg may boast 120 rooms, eight of which offer premium accommodation, the true heart of the establishment is its Club area. The brainchild of Patrick Norguet, this vast space offers nearly 350 m<sup>2</sup> of area on the first floor. It includes numerous spaces in which to work or relax, in addition to a business corner, a boutique store and a meeting room (available to hire).

Open to guests around the clock, the atmosphere in the Club is both relaxed and convivial. As at the rest of the group's hotels, the rates at OKKO HOTELS Strasbourg all include breakfast, hot and cold drinks, snacks throughout the day, and an apéritivo served every evening at 7 p.m.

The hotel favours local suppliers, meaning guests will be introduced to beers from Brasserie Perle, cheese products from Fromagerie Haxaire, yoghurts from La Ferme de Climont, sweet treats from L'Alsacienne de Biscuiterie, coffees from Reck and jams from La Ferme Ulrich.

## FOUR STARS AT AN UNBEATABLE PRICE

In the words of Olivier Devys, each OKKO hotel has a duty to be "the easiest and most welcoming hotel, at the best price, in every city". This is a brand new image of a hotel, where guests can enjoy an elegant, modern and relaxing environment that offers all the facilities they could possibly require, whether travelling for business or pleasure.

Loyal to its founding values of generosity and serenity, OKKO HOTELS is offering all-inclusive nightly rates in Strasbourg starting from €99. All rates include food and drink around the clock at the Club, as well as Wi-Fi internet, on-demand television, telephone calls, a Nespresso machine, and a bottle of Evian in every room. The OKKO HOTELS concept is designed to save guests from any nasty surprises on departure. We have done away with extras: the price quoted when booking is the price that you will end up paying.

Besides the attractive design and appealing rates of its accommodation, the OKKO HOTELS chain stands out thanks to the quality and warmth of its service. In Strasbourg, Hotel Manager Eleonora de Rosa and her team are on-hand around the clock to see to their guests' needs and to share recommendations of their favourite spots in the city.

## OKKO HOTELS IN 4 FIGURES

4 stars and no cloud: Olivier Devys' original vision when he founded the company, this is still the pledge that we make to our guests every day at OKKO HOTELS.

8 hotels opened in 3 years in the French cities of Nantes, Grenoble, Lyon, Cannes, Rueil-Malmaison, Bayonne, Paris and now Strasbourg.

100 employees working to offer our guests a flawless experience.

83% growth in 2016.

3 new hotels scheduled to open in 2019 (Paris Gare de l'Est, Paris Montparnasse and Toulon).

## OKKO HOTELS IN 4 WORDS

### MODERNITY

Our central aspiration is to create a hotel that responds to the needs of our guests, today and tomorrow. The Club, a vast living area where our guests are free to work, relax and enjoy refreshments at any time of the day, is the embodiment of this ambition. Its elegant yet practical design creates an atmosphere that is different and original, yet at the same time cosy and familiar.

### GENEROSITY

Our hotels offer a range of all-inclusive services provided both in the Club (breakfast, snacks, evening apéritivo) and the guest rooms (WiFi, on-demand television, Nespresso coffee). This generosity has not gone unnoticed: in 2016, a total of 13 certificates of excellence were awarded to our six hotels by various booking and review websites.

### CONVIVIALITY

We want our guests to look forward to the time that they spend in our hotels. In order to make them feel truly at home, every evening they are invited to join us for an apéritivo. Served in the Club, the apéritivo is the perfect opportunity for our hotel teams and guests to get to know each other over a glass of wine and a selection of local produce.

### SERENITY

At OKKO HOTELS, the price quoted when you make your booking is the only price that you will pay. There is no need to ask how much a coffee costs and whether it is served after 10 p.m., or even if you can arrive in the middle of the night. Our team are on hand to tend to your needs 24 hours a day and 7 days a week, while our services are available around the clock. And – if that was not enough – it is all included in the price of your stay.

From €99 a night  
More information at [www.okkohotels.com](http://www.okkohotels.com)

HD images available on request

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