



Press release

Warsaw, 14th of November 2018

Bulgaria: First luxury boutique hotel under the MGallery by Sofitel brand to open in 2019 in Plovdiv!

Present in Bulgaria with an ibis and a Novotel in Sofia, Orbis - the partner of AccorHotels in Eastern and South Eastern Europe, has signed a franchise agreement for the MGallery by Sofitel brand in Plovdiv.

The MGallery by Sofitel in Plovdiv will offer 60 rooms and suites, a spa and wellness area as well as meeting facilities. The hotel is currently under construction basing on an existing building that was formerly an iconic commercial centre and where the Torro Grande, the trendiest restaurant in the city, already operates. The MGallery by Sofitel in Plovdiv will introduce a new hotel segment in Bulgaria - the luxury boutique offer. The interior design of all the facilities was commissioned to S+S, one of the fastest growing and most creative architectural studios, the winners of Designers of the year 2018 title awarded by The Gold Key Awards, New York.

“The address and architecture of the hotel will be unique as we’re passionate about design and we do not hide that our ambition is to transform this historical building into a memorable landmark hotel in Plovdiv. The MGallery brand blends perfectly with our plans of linking a strong, internationally re-known luxury network with keeping the local, boutique style giving space to one of the oldest city worldwide.” - explains Mr. Boyko Kachulev, owner of the hotel.

The future MGallery in Plovdiv has a central location, close to the picturesque Old Town and in short distance from all the cultural festivities of the city. Besides being one of the most dynamic economic hubs in Bulgaria, Plovdiv - with its cultural and ancient Roman heritage, is also a leisure destination. The future hotel is easily accessible - in the vibrant heart of the city, 20 minutes car drive from the Plovdiv International Airport and walking distance from Plovdiv Central Railway Station.

“Bulgaria - the same as the South Eastern Europe region, is a promising market for hoteliers as it offers totally new destinations to both business and leisure travellers. We’re proud to have been chosen by the local investor who has a brave ambition to introduce the MGallery to Plovdiv. We’re totally supporting this project because this destination, this city simply deserves the finest hotel brand.” - explains Frank Reul, Head of Development of Orbis & AccorHotels in Eastern Europe.

With more than 90 storied boutique hotels around the world, each MGallery tells a unique story inspired by the destination. From bespoke design to wellbeing dedicated to women, MGallery hotels are places where guests can discover the very best the world has to offer.



Surrounded by seven hills, Plovdiv is Bulgaria's second largest city, the 2019 European Capital of Culture and a destination for wine and gourmet travellers.

MGallery guests are inspired and enriched through their delightful visits to stylish and singular hotels. Well-known properties in the MGallery collection include Hotel Molitor Paris, INK hotel Amsterdam, Queens Hotel Cheltenham in England, Santa Teresa Hotel Rio de Janeiro, Hotel Lindrum Melbourne in Australia, Muse Bangkok Langsuan in Thailand and Hotel des Arts Saigon in Vietnam.

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About Orbis Hotel Group:

The Orbis Hotel Group is the largest network of hotels in Poland and in Eastern Europe. Orbis comprises almost 130 hotels and is the sole licensor of all AccorHotels brands in 16 countries including Bosnia and Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Montenegro, Poland, Romania, Serbia, Slovakia and Slovenia. It offers almost 21,000 rooms. The hotels operate under the brand names Sofitel, MGallery by Sofitel, Pullman, Novotel, Mercure, adagio, ibis, ibis Styles and ibis budget. These brands, recognized throughout the world, provide a quality of service to various standards, ranging from luxury 5-star to budget 1-star hotels.

Since 1997 Orbis SA is quoted on the Warsaw Stock Exchange.

Orbis' strategic partner is



SOFITEL

PULLMAN



NOVOTEL

Mercure

adagio

ibis

ibis
STYLES

ibis
budget