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*Press release*

*Bucharest, Tuesday, 16 October 2012*

## **Epoque Hotel celebrates 2 years of existence on the luxury hospitality market in Romania**

On the 1<sup>st</sup> of November 2010, a new luxury product was launched in the hospitality landscape of Bucharest, the boutique hotel Epoque. After two years from its inauguration, Epoque accomplishes its objectives and becomes a great option for both foreign and Romanian travellers, being also a destination for anniversaries. Launched as a niche brand addressed to FIT target (free independent traveller), Epoque already registered over 4.500 unique guests, among whom, the most loyal ones, have spent over 200 nights at the hotel.

*"We aimed from the beginning to build a remarkable product that takes into consideration the special requests of the tourists with high standards of travelling, who are usually in the search of unique places, attention and personalized services. The Hotel Epoque has been created in order to enrich the experience of those who join us, to offer them a place where they belong and a story to be part of. Until now, we are pleased to have fulfilled these objectives"* said Alex Oproiu, CEO D&M Perfect Real Estate, developer of Hotel Epoque.

The hotel already hosted over 250 events, the majority of which have been conferences, launches, exhibitions, official dinners, but also private events such as anniversaries, marriage proposals or surprise parties, based on special themes.

Regarding the guests' profile, from its inauguration to the end of 2011, the hotel mostly hosted travellers from abroad (70% foreigners and 30% Romanians), a percentage that was modified throughout the first 10 months of the current year, reaching a proportion of 40% Romanians and 60% foreigners. The increase of occupancy in 2012 was 42-45% compared to 2011 and that of the ADR (average daily rate) was 22%.

*"We have been discovered as a good alternative for the business segment from Romania who come periodically to Bucharest. Moreover, we are delighted to have already a series of constant guests –*



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*whether as number of come-backs or as staying periods, a fact which proves that we are the ideal option both for long and average stays”,* remarks Pascal Jean, General Manager at Hotel Epoque.

The anniversary of the first 2 years of existence brings a new facility for Epoque’s constant guests: the “5-star wardrobe” service, addressed especially to those who travel considerably, who pack and unpack frequently. This amenity offers the guests the possibility to keep at the hotel, between their trips, a set of their travel wardrobe, to facilitate the constant transportation and the neatness of the clothes. For the next arrival of the guest at the hotel, the garments kept in the “5-star wardrobe” receive a royal treatment: care, storage in the best conditions and placement in the guest’s room, for his/ her return.

In addition, starting with November, Bistro Epoque, the hotel’s restaurant, gladly welcomes a new *Executive Chef*, Eddy Seys, a French resident and an *haute cuisine* passionate, with over 26 years of internationally gained valuable experience.

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The 5-star boutique hotel Epoque is situated nearby Cismigiu Gardens and it was opened in the fall of 2010. The hotel, an architectural project of talented designers and architects, is naturally integrated in the neighbouring landscape, combining harmoniously the French origin facade with the neo-Romanian interiors to offer refinement and a different authentic experience to its guests. Certified with Diploma of Excellence by Tripadvisor in 2012 and designated as the Hotel of the Year / 2011 by HRB Expert, Epoque Hotel offers 45 luxury apartments, facilities as SPA, indoor swimming pool, summer terrace, lounge and Bistro Epoque Restaurant with a menu inspired from the French *cuisine* and prepared under the careful surveillance of a resident French *Chef*.