

  
CROWNE PLAZA®  
AN IHG HOTEL



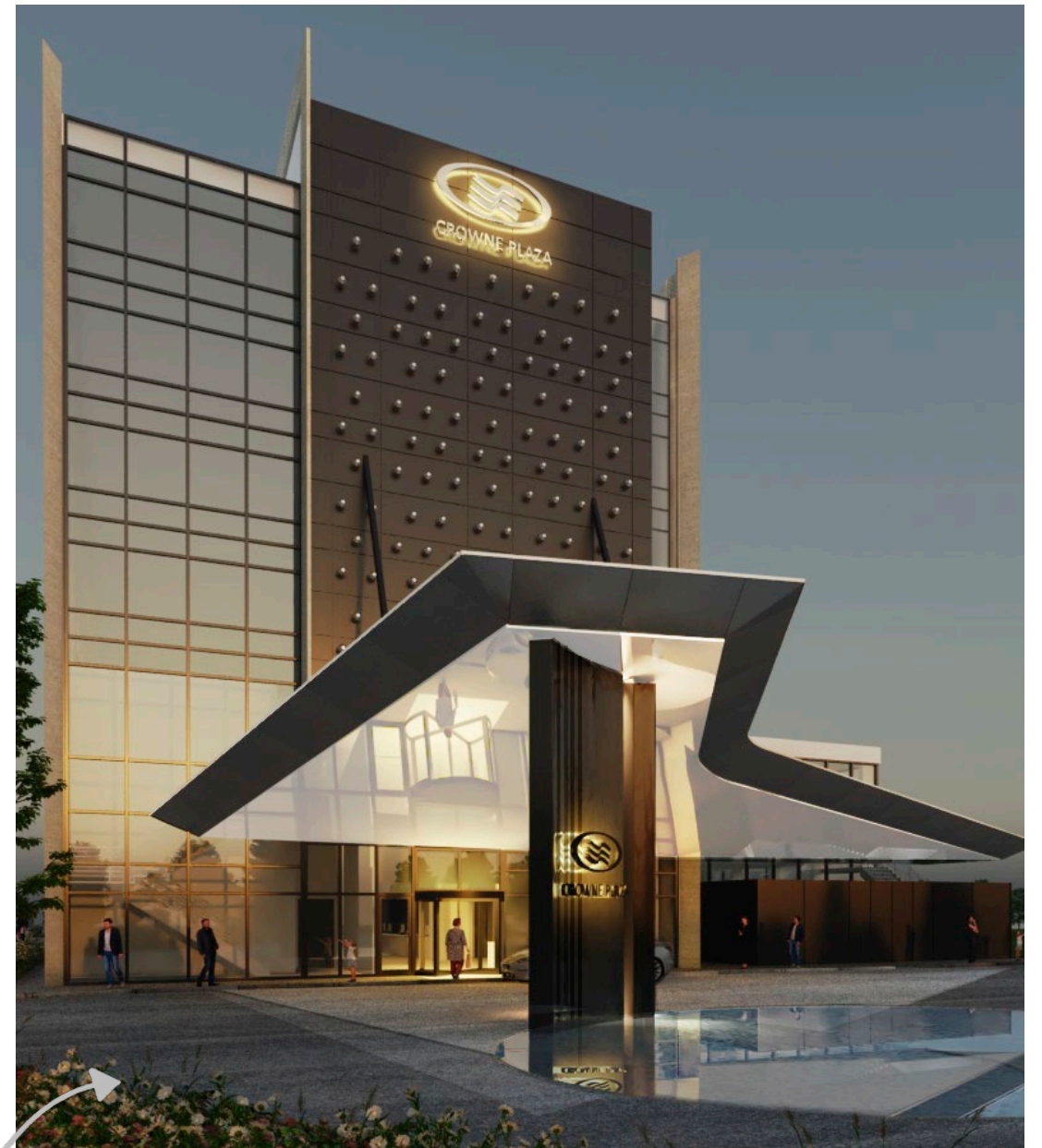
CROWNE PLAZA® SOFIA



BEFORE



AFTER



## YOUR GO TO HOTEL FOR THE PAST 15 YEARS

After 15 years of being the Brand Ambassador in Bulgaria, we managed to increase brand recognition across the country and paved the way for future investments in the IHG® family.

Ever since our grand opening in 2006 we have been successfully meeting and exceeding all expectations of our guests, partners and colleagues. Being a leading property has allowed us to put even more efforts into renovating and expanding our value proposition.

We are ready to start the next chapter in our beautiful story with a new brand and the same brand-hearted team our guests have loved over the years.

Because we do care, we are pleased to announce that the process has started and will be completed in summer 2023.

Rest assured, the best is yet to come!





A modern architectural courtyard with a glass-walled building on the left. In the center, there are two large, dark grey rectangular planters filled with bamboo. Between the planters is a low, light-colored concrete wall with a wooden slat base. The ground is paved with light grey stone tiles, and there are patches of green grass. The scene is brightly lit, suggesting daytime.

## OUR POSITIONING

We are laser focused on our guests and we know that business travel isn't just about business – it's about balancing work and life to feel both successful and fulfilled.

We call our guests Modern Business Travellers and while productivity matters, they also seek inspiration, energizing experiences, and moments of downtime.

Crowne Plaza® is an established, globally-distributed, premium full-service accommodation and meetings & events provider. Our purpose driven design approach and extensive service and amenity offering, ensure an elevated experience.

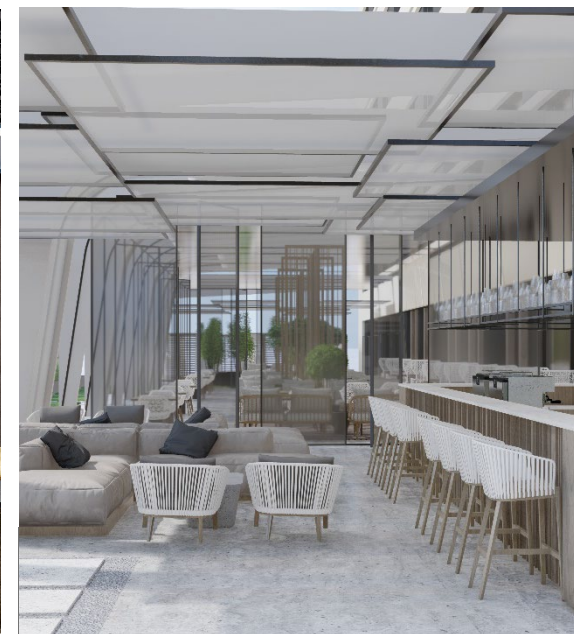
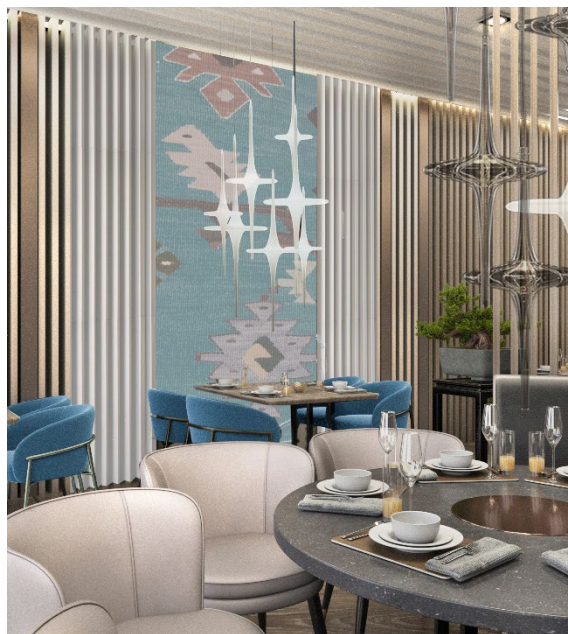


NEW MODERN DESIGN TOUCHES

## OUR MODERN DESIGN

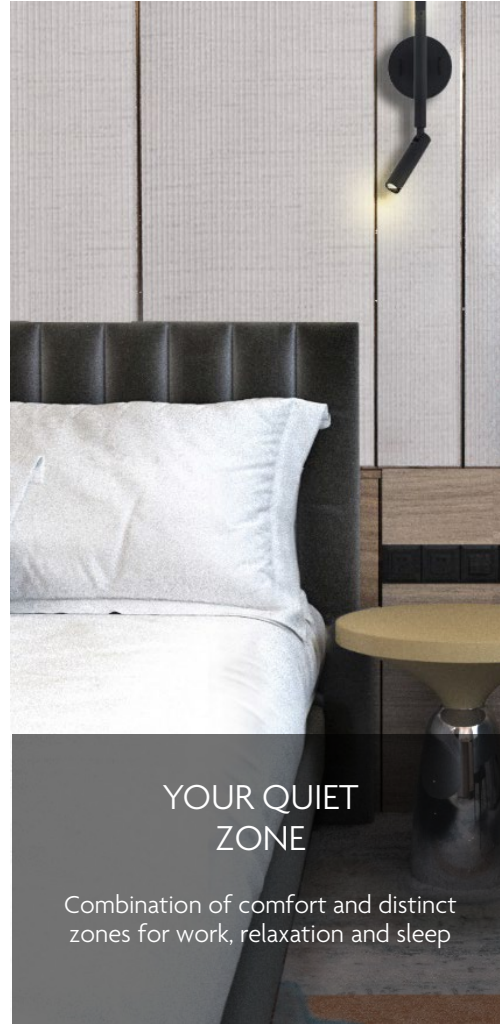
We wanted you to be the first to know about our upcoming changes, inspired by traditional Bulgarian elements while providing the exceptional service and elegant surroundings you are already used to seeing from us.

Of course, we will keep you informed and guide you through all stages to come.





WHEN OUR WORK IS DONE YOURS BEGINS.  
TAKE A LOOK BEHIND THE SCENES







# THE PLAZA

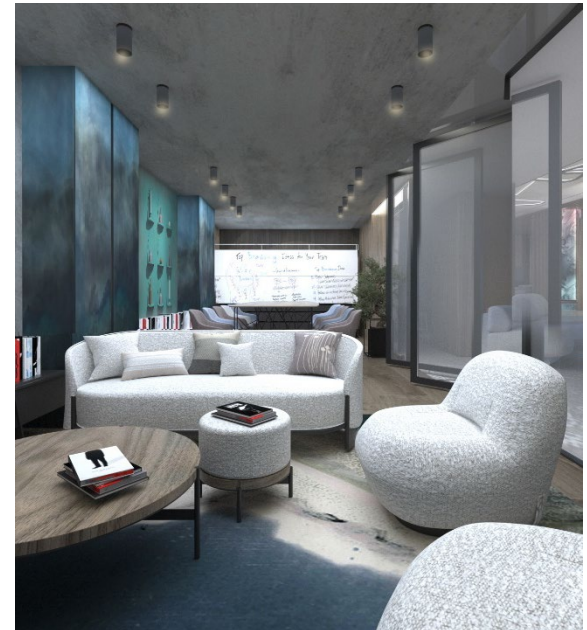
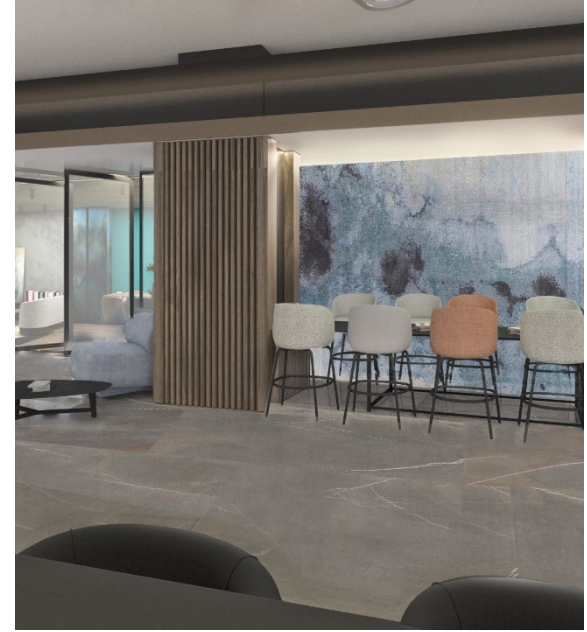
where all the magic happens

We understand that travel is always changing.  
Our guests need a hotel designed for business and for life, and spaces that let them make the best of both. Centered around our reception and a stylish bar, the lobby includes different seating typologies for working and socialising. From casual catch-ups to small celebrations, we cater for it all.

[Go to the next slide for exclusive photos of our plaza.](#)



## A CLOSER LOOK AT THE PLAZA - FLEXIBLE SPACES TO WORK, RELAX AND SOCIALIZE





NEW MODERN DESIGN TOUCHES

# QUIET ZONE

Worklife rooms to flex between  
PRODUCTIVITY & RESTORATION

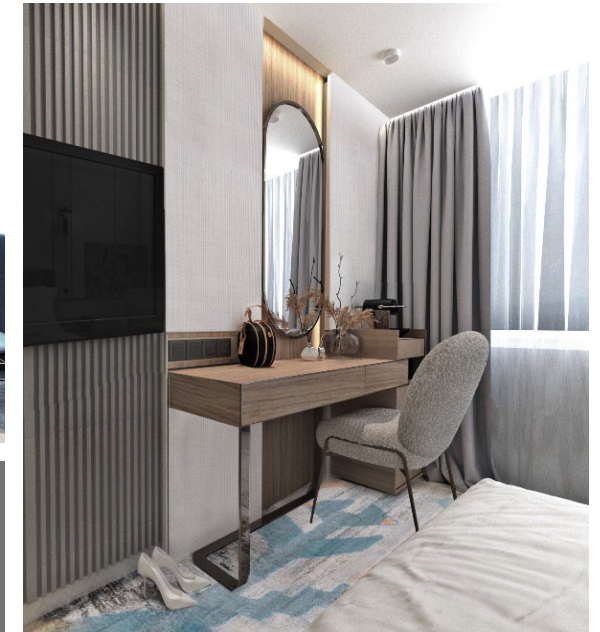
Recharge at one of our 130 elegant guest rooms of various categories. The brand new design offers the highest level of comfort, while being in line with the latest interior design trends and technologies.

Our new guest rooms offer a combination of comfort, connectivity and flexibility with distinct zones that maximise space and lighting for work, relaxation and sleep.

Because we know our guests value their downtime, our luxury guest rooms have been designed for flexible stays and a better night's sleep, with intuitive scene setting and enhanced bedding.



Feel recharged in  
OUR NEW ROOMS





NEW MODERN DESIGN TOUCHES

# THE UPSCALE EXPERIENCE

## SWITCH EFFORTLESSLY BETWEEN WORK & DOWNTIME

We know meetings and catch-ups don't all happen around a board room table, so we have crafted a collection of energizing zones.

The new VIP lounge space is exclusively available for guests staying in our premium rooms or suites and offers working, meeting and relaxation spaces that are appropriate for creative or casual meetings and can be used just as easily for formal events and social occasions. Throughout the day complimentary snacks, water and soft drinks are available to keep you going.

For the new breed of connected traveller, the multi-functional workspace, with its blended ability to deliver individual focus, a working lunch with colleagues in a nook or a restorative online reconnection with family from the sofa, typifies the perfect hybrid blended travel space.

### FEATURES

GET-TOGETHER SPACE

SNACK ZONE

RELAXATION AREA





NEW MODERN DESIGN TOUCHES

# MORE THAN JUST FUEL

FINE DINING  
THE CROWNE PLAZA WAY

We understand that Modern Business Travellers consider food and drink as more than just fuel.

It's the new social currency, an experience that can restore and inspire.

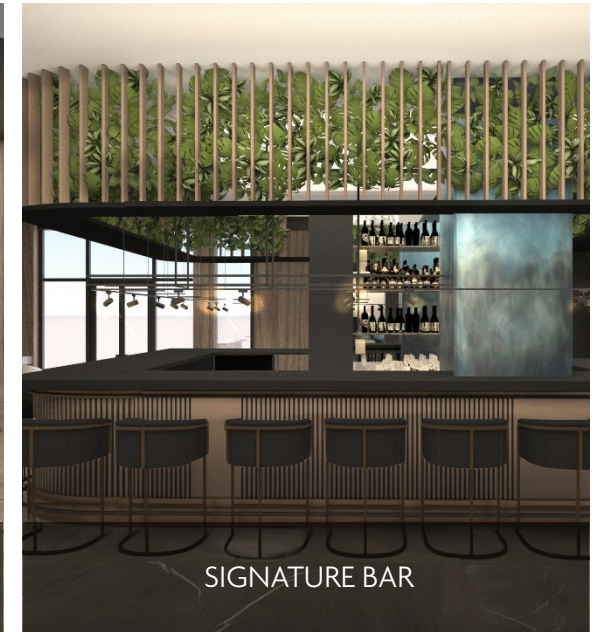
Tailored to you, our dining spaces include an all-day restaurant with different seating typologies and private areas, an upscale fine dining restaurant and a signature bar.



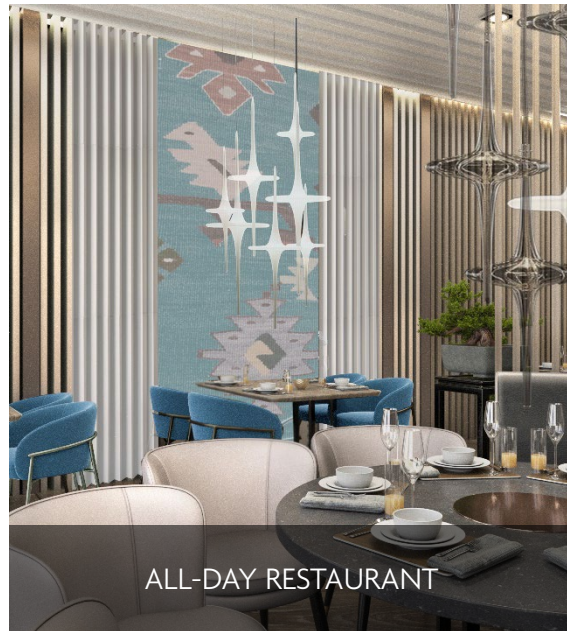
FINE DINING RESTAURANT



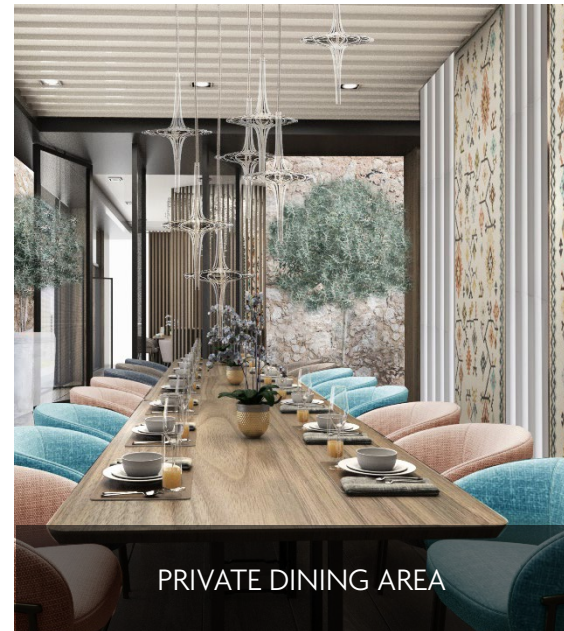
FINE DINING RESTAURANT



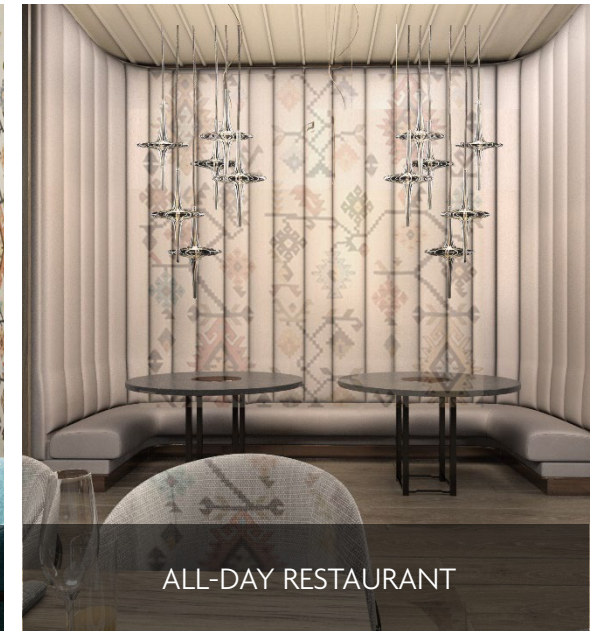
SIGNATURE BAR



ALL-DAY RESTAURANT



PRIVATE DINING AREA



ALL-DAY RESTAURANT



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# OUTDOOR DINING

A MODERN GREEN SANCTUARY

A relaxing outdoor garden area with different seating typologies including a bar, a fireplace and modern corners for socialising



FEATURES

GET-TOGETHER  
CORNERS

FIREPLACE

OUTDOOR  
BAR



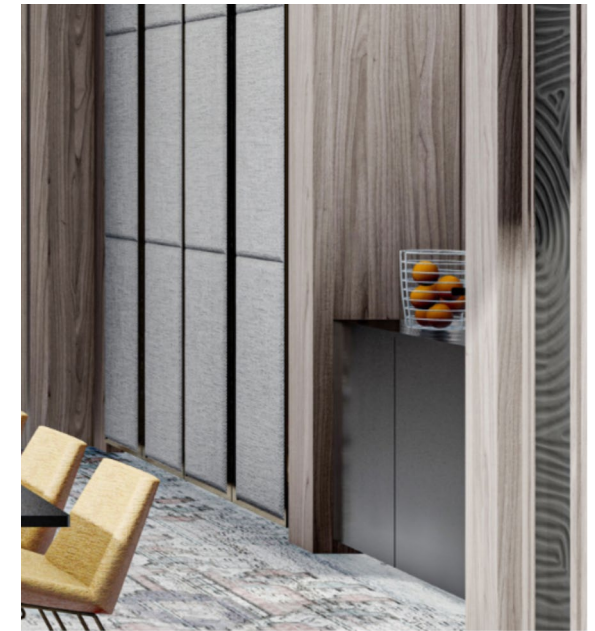
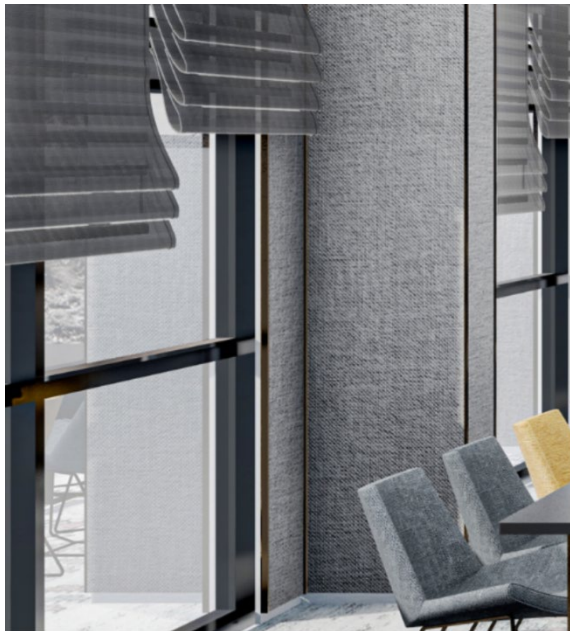


# THE INNOVATION STATION

READY FOR EVENTS 24/7

At Crowne Plaza Sofia we help set the stage for creative collaborations and significant lifetime moments.

With more than 800 square meters of flexible event space including 7 meeting rooms, events are a major focus for our hotel, and we're continuously improving spaces to make each one a success with easy and on-demand technology. So, whether you're planning an informal catch-up, a full-scale conference or your special wedding day, you need an ally who can help you stay productive and inspired. Our Dedicated Meetings Team will work with you to find the best space and the right F&B options to keep your attendees energized and connected.





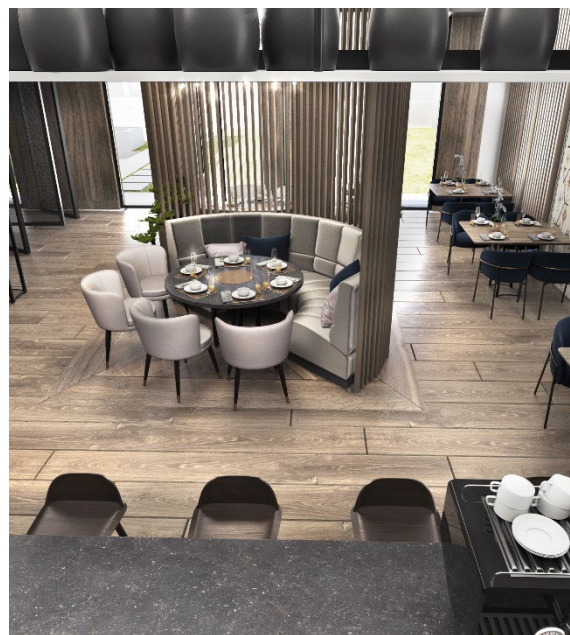
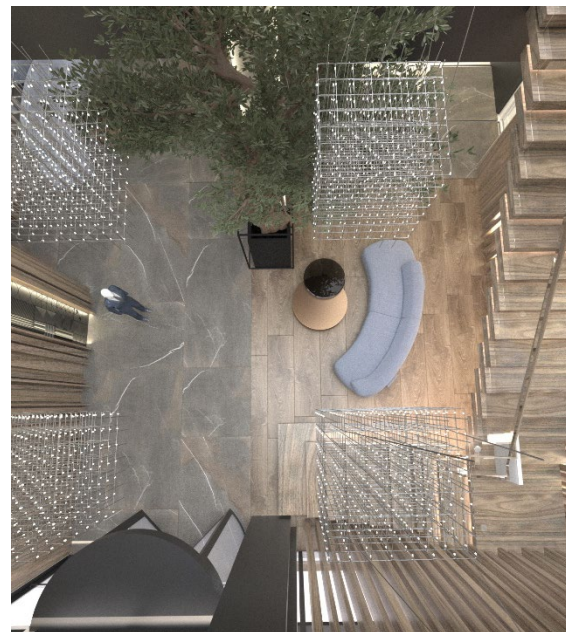
NEW MODERN DESIGN TOUCHES

## BE PART OF OUR NEW CHAPTER

We will keep sharing the deep secrets  
of your brand new favourite spot in  
Sofia.

You trusted us for 15 years and rest  
assured, you can expect we will deliver  
yet again.

We can't wait to welcome you again!





[CONNECT FOR MORE INFORMATION](#)

NEED MORE INFORMATION? CONTACT US AT

[INFO@HOLIDAYINNSOFIA.BG](mailto:INFO@HOLIDAYINNSOFIA.BG)

