



CROWNE PLAZA®

AN IHG HOTEL

SOFIA

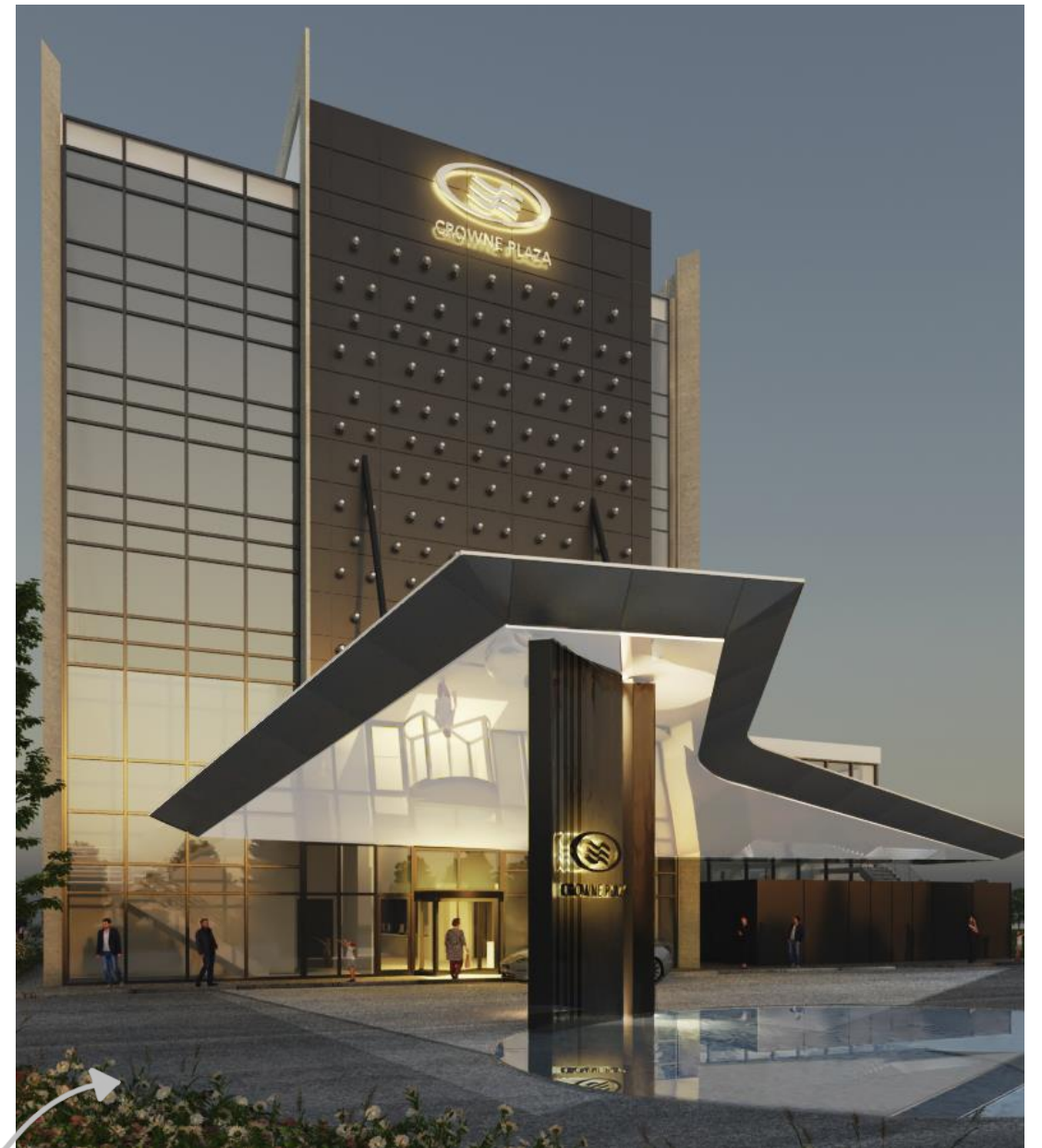


CROWNE PLAZA® SOFIA

BEFORE



AFTER



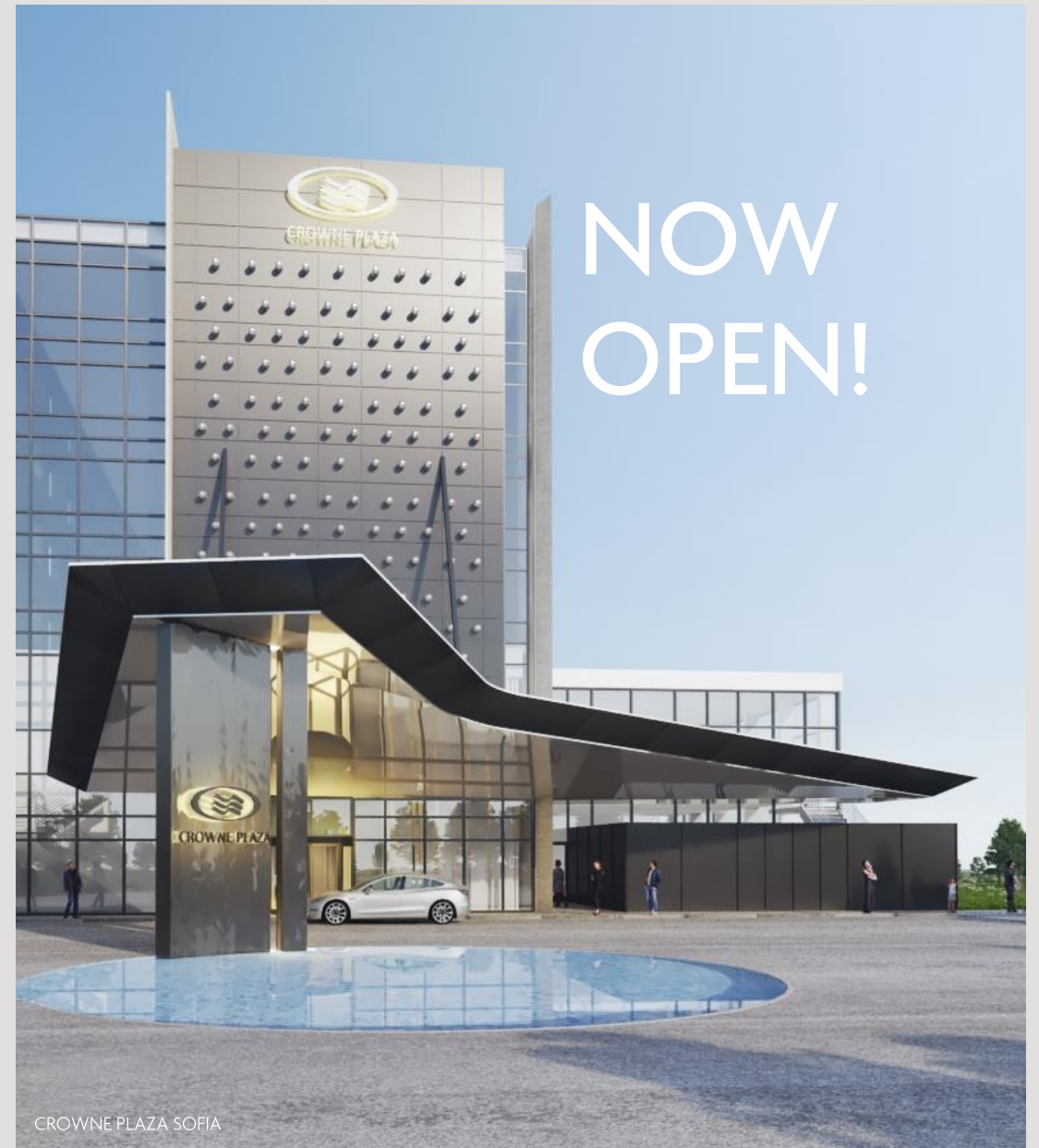
YOUR GO TO HOTEL FOR THE PAST 15 YEARS

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.

NOW OPEN!

We are thrilled to continue our beautiful story under a new brand, with the same dedicated team our guests have loved over the years.



A modern architectural courtyard with a glass-walled building on the left, a central planter box with bamboo plants, and a paved walkway. The scene is brightly lit, suggesting a sunny day.

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.

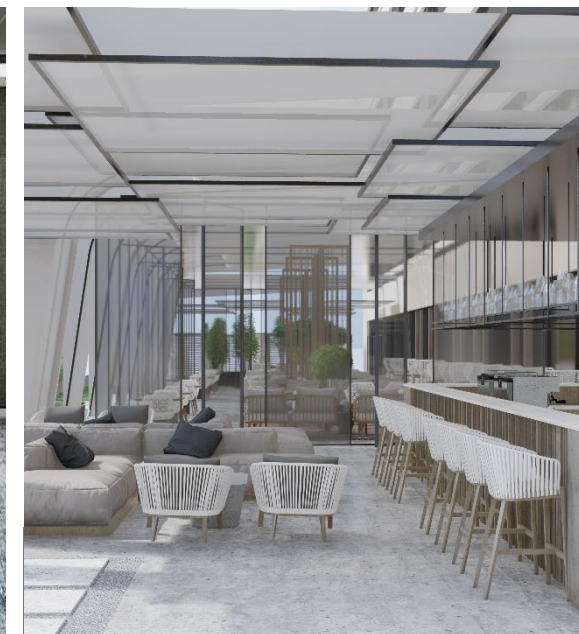
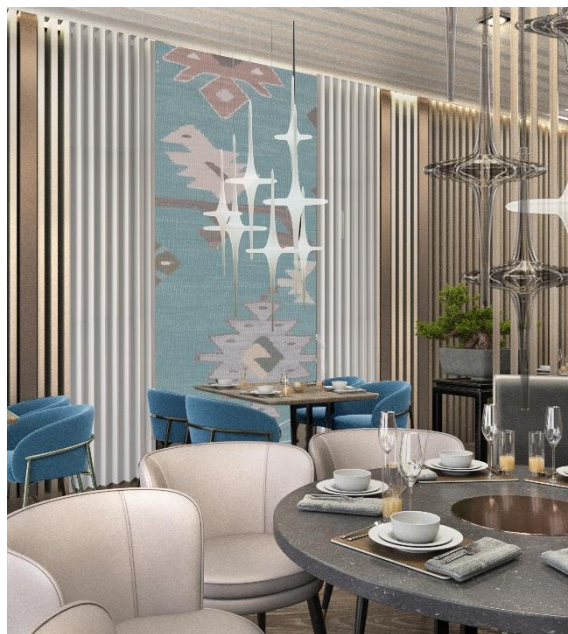
Crowne Plaza® is an established, globally-distributed, premium full-service accommodation and meetings & events provider. Our purpose driven design approach and extensive service and amenity offering, ensure an elevated experience.

NEW MODERN DESIGN TOUCHES

OUR MODERN DESIGN

Incorporating contemporary design, our interior seamlessly blends modern aesthetics with Bulgarian motifs. The carefully chosen visual symbols, fabrics, and décor pay tribute to the country's rich history.

The warm lighting and natural furnishings create an upscale, yet inviting atmosphere, while traditional elements and sumptuous textiles evoke Bulgaria's cultural heritage. The result is an atmosphere of sophistication that is second to none.

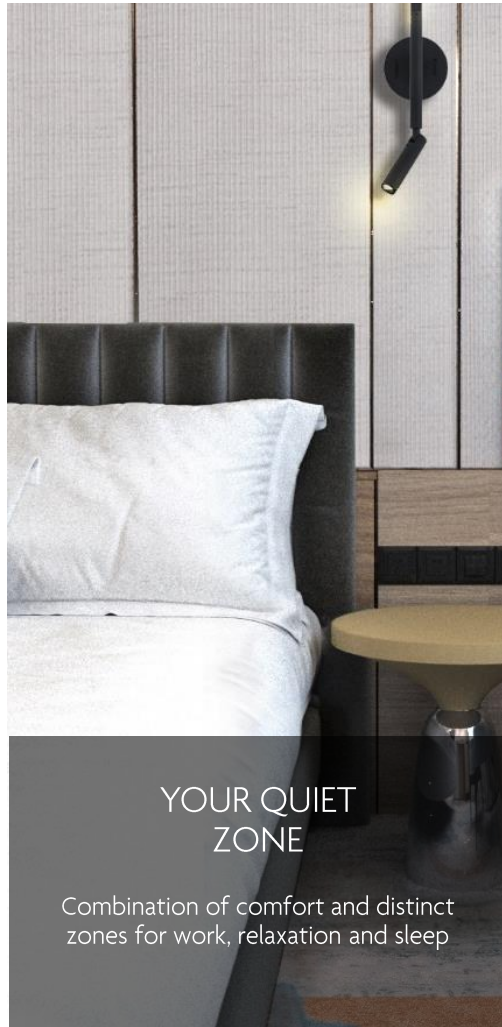


CONSIDER THE DELIGHT OF BEING OUR GUEST



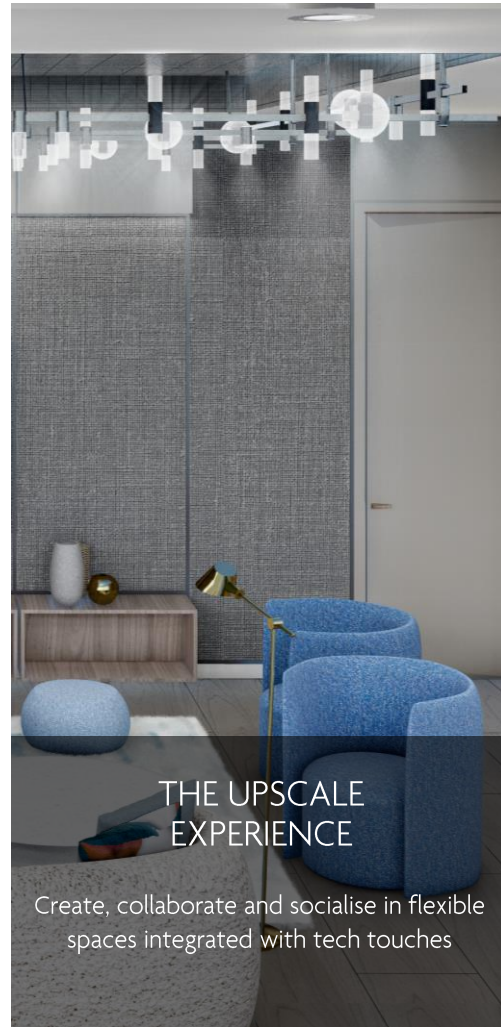
SOCIAL SPACE WITH BAR

Flexible spaces to work, relax and socialize with friends and colleagues



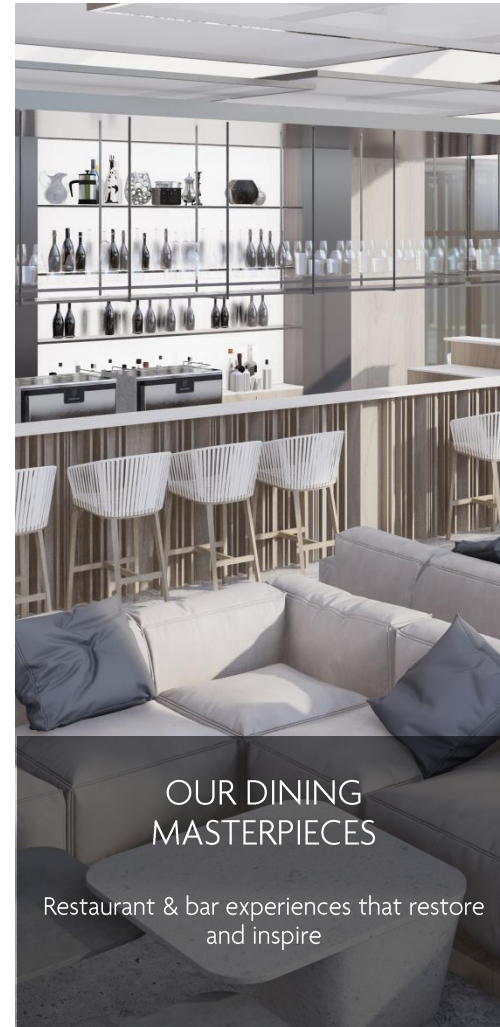
YOUR QUIET ZONE

Combination of comfort and distinct zones for work, relaxation and sleep



THE UPSCALE EXPERIENCE

Create, collaborate and socialise in flexible spaces integrated with tech touches



OUR DINING MASTERPIECES

Restaurant & bar experiences that restore and inspire



THE INNOVATION STATION

Stage for creative collaborations and significant lifetime moments



THE SOCIAL SPACE

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 SOCIAL SPACE WITH BAR - FLEXIBLE SPACES TO WORK, RELAX AND SOCIALIZE



NEW MODERN DESIGN TOUCHES

QUIET ZONE

Worklife rooms to flex between
PRODUCTIVITY & RESTORATION

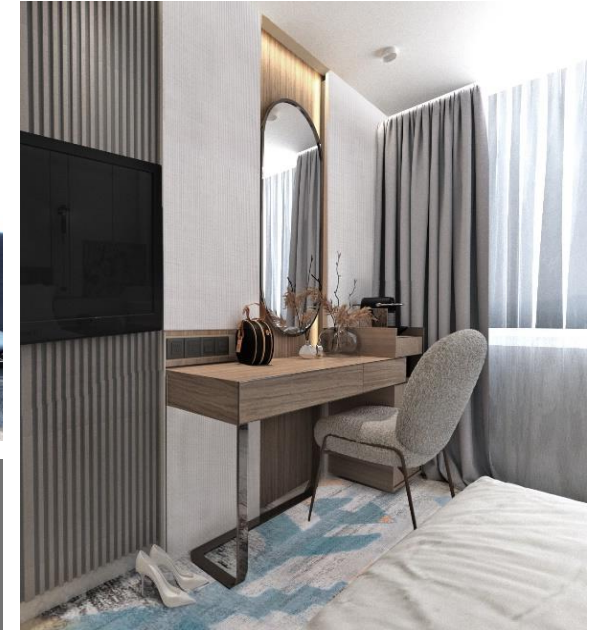
Recharge at one of our 130 elegant guest rooms of various categories. The brand-new design offers the highest level of comfort, while being in line with the latest interior design trends and technologies.

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 Club 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.



KILIM FINE DINING RESTAURANT



KILIM FINE DINING RESTAURANT



PHIALE BAR & LOUNGE



A PRIORI RESTAURANT & GARDEN



KILIM FINE DINING RESTAURANT



A PRIORI RESTAURANT & GARDEN

NEW MODERN DESIGN TOUCHES

SKY HIGH DELIGHTS

Harmonies from the heavens

DARE TO REACH NEW HEIGHTS

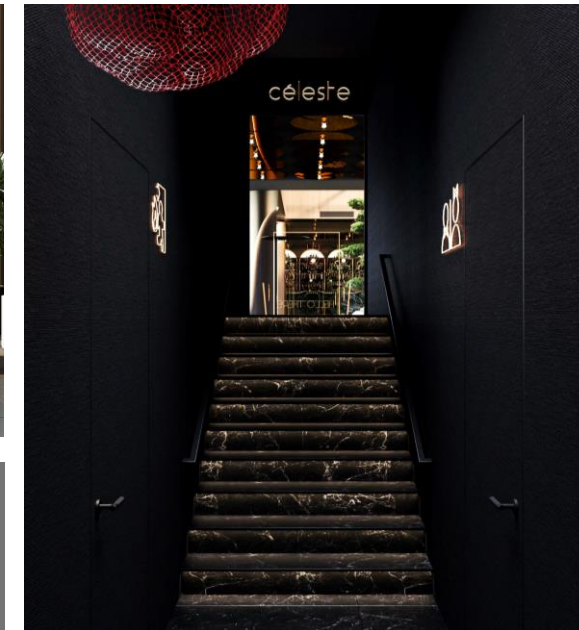
Perched high above the bustling streets, our celestial oasis offers an unparalleled sky-high adventure that will leave you breathless and coming back for more.

For an awe-inspiring experience, step out onto our open-air stargazing terrace. Take in the panoramic views of the skyline while savoring your favorite drink, crafted by our talented mixologists.

COMING SOON!



Gaze upon
STARLIT ELEGANCE



NEW MODERN DESIGN TOUCHES

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

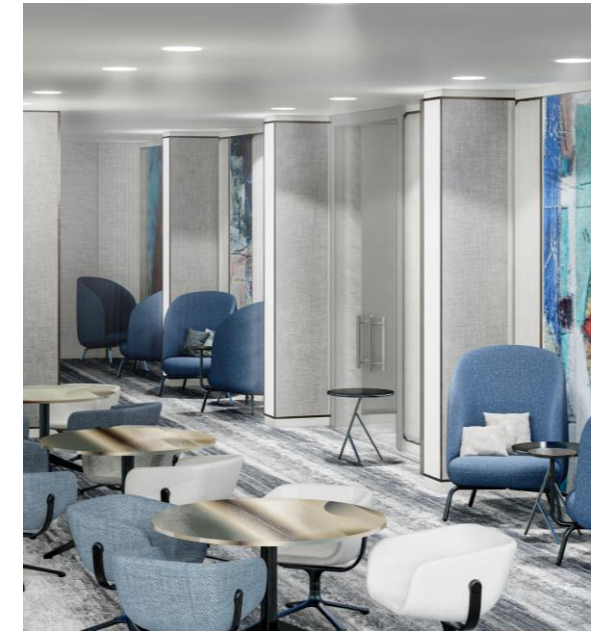
OUTDOOR
BAR

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

DIVE INTO PURE BLISS

FITNESS & SPA CENTER

Discover a world of rejuvenation and well-being, where we combine state-of-the-art fitness facilities with luxurious spa amenities to create a haven for your mind, body, and soul.



FEATURES

19M INDOOR POOL

FITNESS CENTRE

SAUNDA, STEAM ROOM & HOT TUB



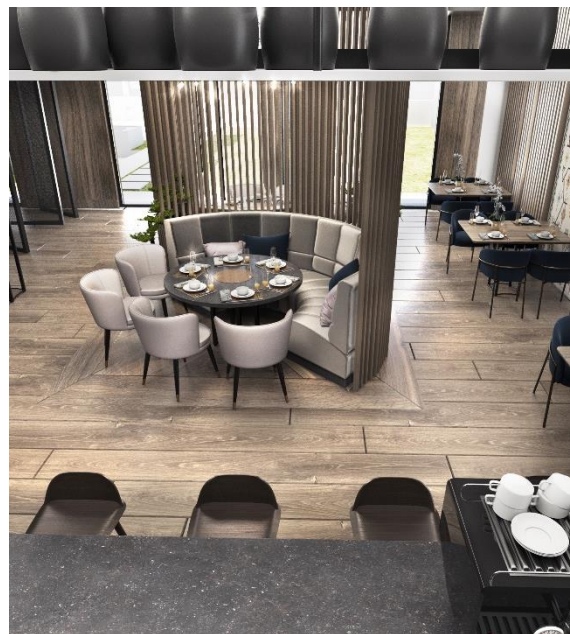
NEW MODERN DESIGN TOUCHES

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!



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