

## NH Hotel Group Opens New Property in Brazil

*The newly-built NH Feira de Santana is the brand's second property in the country*



*Renders left to right: swimming pool, lobby and guest room. Images available for download [here](#).*

**May 2023** - The NH Hotel Group, part of Minor Hotels, is delighted to announce the addition of its newly-built NH Feira de Santana property to its portfolio in Brazil, making it the first NH Hotel in the north east and the second in the country overall.

Known as the “Princess of the Sertão”, Feira de Santana in the state of Bahia boasts a privileged geographic position, which offers great economic and educational potential. It is the second largest city in Bahia and attracts visitors from different regions of the country and globally who also visit for its events, such as the out-of-season “Fair Micareta” carnival.

The new 210-key NH Feira de Santana is located inside the city’s ‘Charmant’ building, a 31-storey mixed-use complex which is also home to shops, medical clinics, commercial rooms and banking facilities. The hotel is within easy access to key locations in the city and to Feira de Santana Airport, just 15 minutes’ away.

With incredible views of the city, the Charmant building is a project by the renowned architect Ivan Smartchevsky, with the contemporary and cosmopolitan hotel décor designed by Sidney Quintela, a well-known Bahian architect. The hotel boasts a selection of modern guest rooms and apartments, including disabled access suites, in addition to flexible amenities catering for both business and leisure stays. Facilities include meeting spaces for corporate and social events, a gym, laundry service, parking, a dedicated children’s area and a leisure centre with a rooftop swimming pool, a dry sauna and a whirlpool.

The highlight of the gastronomic experience at NH Feira de Santana is the new SEEN by Olivier, a restaurant and bar brand created in 2017 in São Paulo by the Portuguese-French restaurateur Olivier da Costa. Under the motto ‘SIN and be SEEN’, he presents a cosmopolitan and international concept,

carefully constructed to connect with each city in which it is located. In addition to São Paulo, SEEN by Olivier can currently be found in Lisbon, Nice and Bangkok, with further new locations launching soon including in Rome, Tenerife and Dubai.

SEEN by Oliver in Feira de Santana will be located on the top floor of the hotel. The new restaurant space will bring with it three pillars that will support its success: environment, gastronomy and entertainment. SEEN by Olivier also features architecture designed by Sidney Quintela highlighting the panoramic view, while the menu's diverse cuisine offers dishes designed to be shared. The craft cocktail bar and DJ's varied playlists will complete the cool and relaxed atmosphere.

*"We are pleased to announce this addition to the NH Hotels brand in Brazil and establish the hotel as a key MICE and leisure destination in Feira de Santana. We work alongside partners in Bahia who are also committed to developing and enhancing the valuable tourism sector in the region and we look forward to working together to bring this new hotel to the market,"* comments Dillip Rajakarier, Group CEO of Minor International and CEO of Minor Hotels.

Osvaldo Ottan, entrepreneur and owner of NH Feira de Santana, also commented, *"It is a great satisfaction to be able to endow the city with a unique development and to feel the certainty that I have realised a dream with the opening of an NH Hotel. We look forward to offering a spectacular service to the visitors and residents of Feira de Santana."*

The addition of the property confirms Minor Hotels' continued commitment to expanding its portfolio in Brazil, providing travellers with high comfort in strategic locations in priority international destinations. Each NH Hotel is carefully designed to provide a reliable experience that will always meet the expectations of the customers. Their relaxed and urban style makes them a landmark to stay, work and interact pleasantly when staying away from home.

Minor Hotels currently operates four properties in Brazil and a total of 61 properties in Latin America through its Tivoli Hotels & Resorts and NH Hotels brands. The group also has a resort under development in Bahia under its luxury Anantara flag, due to launch in 2025.

**Ends**

#### **About NH Hotel Group**

NH Hotel Group ([www.nhhotelgroup.com](http://www.nhhotelgroup.com)), part of Minor, is a consolidated multinational player and a leading urban hotel operator in Europe and America, where it operates over 350 hotels. Since 2019, the Company works with Minor Hotels in the integration of their hotel brands under a single corporate umbrella with presence in over 50 countries worldwide. Together, both Groups have a portfolio of over 500 hotels articulated around eight brands: NH Hotels, NH Collection,

nhow, Tivoli, Anantara, Avani, Elewana and Oaks - that comprise a broad and diverse range of hotel propositions connected to the needs and desires of today's global travellers.

**Hume Whitehead Ltd (for NH Hotel Group)**

**Laura Boo:** Tel: +44 (0)20 3375 4050 / +44 (0)20 3375 4056 / Email: [laura@humewhitehead.co.uk](mailto:laura@humewhitehead.co.uk)

**Daniel Johnson:** Tel: +44 (0)7429 256 670 / Email: [dan@humewhitehead.co.uk](mailto:dan@humewhitehead.co.uk)

**Website:** [www.nh-hotels.com](http://www.nh-hotels.com)

**Social media:**

[www.nh-hotels.com/social-media](http://www.nh-hotels.com/social-media)

Twitter | LinkedIn | YouTube | Instagram

