

WHO WE ARE

IN 1994 A FAMILY OF FIVE, KRISTÓFER, SVANFRÍÐUR & THEIR THREE CHILDREN, DECIDED TO TAKE A PUNT & OPEN A LITTLE GUESTHOUSE IN THE CENTER OF REYKJAVÍK. OVER 30 YEARS LATER, WE HAVE GROWN INTO NINE HOTELS WITH RESTAURANTS, BARS, SPAS, MEETING ROOMS & VENUES.

NOT BAD RIGHT?

*Stay like
a local*

There is so much more to Iceland than our breathtaking natural wonders (although we do admit they are pretty awesome). We want all of our guests to experience Iceland's unique creativity & strong culture. Whether that's discovering local artists, listening to upcoming musicians, or trying out the latest local hangouts - when in Iceland, do as the locals do.

COME ON OUR JOURNEY



1994



1998



2001



2006



2007



2009



2015



2019



2021



2023

IT ALL
STARTED HERE!

GUESTHOUSE
FLÓKAGATA

SMALL GUEST
HOUSE TURNS INTO
CENTER HOTELS

CENTER HOTELS
SKJALDBREIÐ

TIME FOR
HOTEL NR. 2

CENTER HOTELS
KLÖPP

THIS ONE
PRINTED ON
OUR HEARTS

PINGHOLT BY
CENTER HOTELS

A NEW CHAPTER
BY REYKJAVÍK'S
HARBOR!

CENTER HOTELS
ARNARHVOLL

FROM PRINT HOUSE
TO A HOTEL

CENTER HOTELS
PLAZA

BANKING ON A
NEW DIRECTION

MIDGARDUR BY
CENTER HOTELS

AMAZING THINGS
HAPPEN WHEN WE
ALL 'POOL' TOGETHER

CENTER HOTELS
LAUGAVEGUR

WITH NERVES
OF STEEL WE
WENT FOR IT

PINGHOLT
APARTMENTS FROM
CENTER HOTELS

AND TO OUR
NEWEST - WITH
A NEW TWIST

GRANDI BY
CENTER HOTELS



OUR BRAND IN A NUTSHELL

OUR CUSTOMERS

EXPLORERS
TRAVELLERS
CURIOUS
OPEN-MINDED
CULTURED

OUR VALUES

WELCOMING
FAMILY
PROUD
CREATIVE
SOCIABLE

OUR ESSENCE

THE HEARTBEAT OF OUR CITY
THE SPIRIT OF OUR PEOPLE
THE SOUL OF OUR ISLAND



GRANDI BY CENTER HOTELS

★★★★

GRANDI
by center hotels

Located in Reykjavik's vibrant harbor area, Grandi by Center Hotels offers 225 contemporary rooms, including a selection of spacious suites. Within the hotel, guests will find Hygge Bakery, renowned for its freshly baked breads and pastries, and Grandi restaurant & bar, serving Icelandic flavors in a welcoming atmosphere. The hotel also features a soothing spa with hot tubs and saunas, creating the perfect blend of comfort, dining, and wellness in one central location.

- +354 595 8580
- Seljavegur 2
101 Reykjavik
- grandi@centerhotels.com

THE BASICS

- 24/7 front desk - Multilingual staff
- Breakfast buffet - Available at an extra charge
- Check-in 15:00 / check-out 11:00
- Early grab & go breakfast*
- Free WiFi
- Green key certified hotel

*Croissant, coffee and tea.
Early breakfast needs to be booked the night before.

- Grandi Spa & Gym
- Northern lights wake up call
- Grandi restaurant & bar
- Hygge bakery
- Bus stop around the corner
- Concierge service
- Meeting & venues

IN ROOM FACILITIES

		Mini-bar	Telephone	Flat screen TV	Safety deposit box	Free internet	Extra bed	Crib	Bathub/Shower combo	Shower	Hairdryer	Balcony	Sofa bed	Spa access
Standard Double/Twin	122	○	○	○	○	○	○	○	○	○	○			
Standard Plus Double/Twin	59	○	○	○	○	○	○	○	○	○	○			
Family room	6	○	○	○	○	○		○	○		○		○	
Deluxe King	20	○	○	○	○	○		○	○		○		○	○
Balcony Double/Twin	13	○	○	○	○	○		○	○		○	○		
Junior Suite	4	○	○	○	○	○		○	○		○		○	○
Suite	1	○	○	○	○	○		○	○	○	○	○	○	○
Total bedrooms	225	○ Available ○ On Request												

GRANDI RESTAURANT & BAR



Serving Icelandic flavors with a modern twist, Grandi restaurant & bar offers relaxed dining and cocktails in the heart of Reykjavik's harbor district.

GRANDI SPA & GYM



A tranquil wellness space, Grandi Spa features hot tubs, sauna, relaxation area, and the option of massage treatments - all designed for unwinding in modern comfort.

GRANDI MEETING & VENUES



The two meeting rooms at Grandi can be combined into one large space. Equipped with modern facilities and comfortable seating, the rooms are suitable for business meetings, small conferences, and private events, with food service available on request.



CENTER HOTELS LAUGAVEGUR

★★★★

**center
hotels**
LAUGAVEGUR

Located on Reykjavik's main shopping street, Center Hotels Laugavegur offers modern comfort in the heart of the city. The hotel features 102 well-designed rooms, a restaurant, and a wine bar. Just a short walk from Reykjavik's main attractions, dining, and nightlife, its central location makes it the perfect choice for guests who want to explore the city on foot.

- +354 595 8570
- Laugavegur 95-99
101 Reykjavík
- laugavegur@centerhotels.com

THE BASICS

- 24/7 front desk - Multilingual staff
- Breakfast buffet available at extra charge
- Check-in 15:00 / check-out 11:00
- Early grab & go breakfast*
- Free WiFi
- Northern lights wake up call
- Lóa Restaurant
- Lóa Matur & Vín
- Concierge service
- Bus stop in front of the hotel
- Green key certified hotel

*Croissant, coffee and tea.
Early breakfast needs to be booked the night before.

IN ROOM FACILITIES

		Refrigerator	Telephone	Flat screen TV	Safety deposit box	Free internet	Extra bed	Crib	Bathub	Shower	Hairdryer	Balcony	Balconet	Nespresso machine
Small Double	10	○	○	○	○	○				○	○			
Standard Double/Twin	29	○	○	○	○	○		○		○	○			
Deluxe Double/Twin	36	○	○	○	○	○	○	○	○		○		○	○
Balcony Double/Twin	24	○	○	○	○	○		○		○	○	○		
Deluxe Corner room	3	○	○	○	○	○		○		○	○			○
Total bedrooms	102	○ Available ○ On Request												

LÓA RESTAURANT



Lóa is a cozy restaurant located at Center Hotels Laugavegur, blending Icelandic and Mediterranean flavors into a unique dining experience. Open daily for dinner, Lóa also offers group lunches and dinners upon request.

LÓA MATUR & VÍN



The wine bar at Center Hotels Laugavegur offers carefully selected wines from around the world. A cozy spot to unwind, enjoy good company, and soak up the city vibe right in the heart of Reykjavik.



MIDGARDUR BY CENTER HOTELS ★★★★ Midgardur by center hotels

Located on Reykjavik's main street, Miðgarður by Center Hotels offers 170 stylish rooms. The hotel features Jörgensen Kitchen & Bar, a lively restaurant and bar. A spa with sauna, treatment rooms, and hot tubs both indoors and outdoors, plus flexible meeting facilities. A welcoming base in the heart of the city, combining comfort, dining and wellness.

- +354 595 8560
- Laugavegur 120
105 Reykjavík
- midgardur@centerhotels.com

THE BASICS

- 24/7 front desk - Multilingual staff
- Breakfast buffet available at extra charge
- Check-in 15:00 / check-out 11:00
- Early grab & go breakfast*
- Free WiFi
- Green key certified hotel
- Miðgarður spa & gym
- Northern lights wake up call
- Jörgensen Kitchen & Bar
- Bus stop in front of the hotel
- Concierge service
- Meeting & venues

*Croissant, coffee and tea.
Early breakfast needs to be booked the night before.

IN ROOM FACILITIES

		Mini-bar	Telephone	Flat screen TV	Safety deposit box	Free internet	Extra bed	Bathtub/Shower combo	Crib	Shower	Hairdryer	Spa access	Sofa
Standard Double/Twin	119	○	○	○	○	○	○	○	○	○	○	○	○
Standard Plus Double/Twin	32	○	○	○	○	○	○	○	○	○	○	○	○
Deluxe Double/Twin	19	○	○	○	○	○	○	○	○	○	○	○	○
Total bedrooms	170	○ Available ○ On Request											

JÖRGENSEN KITCHEN & BAR



Jörgensen Kitchen & Bar offers fresh Icelandic and international dishes in a lively setting, plus a bar with cocktails, wine and daily Happy hour.

MIDGARDUR SPA & GYM



Miðgarður spa features a sauna, treatment rooms, and hot tubs both indoors and outdoors in a private garden, along with a well-equipped gym.

MIDGARDUR MEETING & VENUES



Miðgarður by Center Hotels offers two meeting rooms that can be combined into one larger venue. Equipped with modern facilities and catering available, the spaces are ideal for meetings, conferences, and private events.



CENTER HOTELS PLAZA

★★★★

**center
hotels**
PLAZA

In the heart of downtown Reykjavik, Center Hotels Plaza overlooks Ingólfstorg – the city's oldest square and a hub for cultural events. Surrounded by shops, restaurants, and nightlife, the hotel offers 255 rooms, a stylish lobby lounge with bar, and flexible meeting rooms – the perfect base for exploring the city on foot.

☎ +354 595 8550
📍 Aðalstraeti 4-6
101 Reykjavík
✉ plaza@centerhotels.com

THE BASICS

- 🗨 24/7 front desk - Multilingual staff
- ☕ Breakfast buffet available at extra charge
- 📅 Check-in 15:00 / check-out 11:00
- ☀ Early grab & go breakfast*
- 📶 Free WiFi

*Croissant, coffee and tea.
Early breakfast needs to be booked the night before.

- 🌙 Northern lights wake up call
- 🍸 Plaza bar
- 🚗 Concierge service
- 🚌 Bus stop around the corner
- 👥 Meeting & venues
- 🌿 Green key certified hotel

IN ROOM FACILITIES

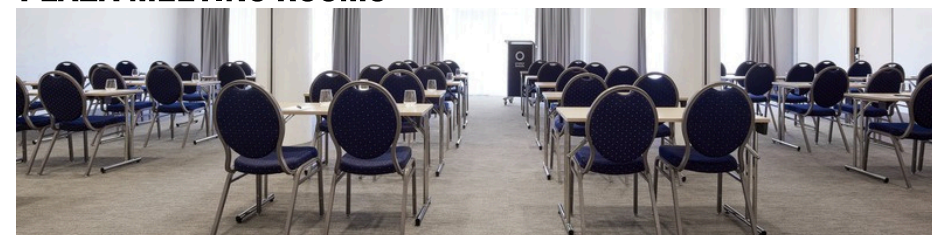
		Mini-bar	Telephone	Flat screen TV	Safety deposit box	Free internet	Extra bed	Bathub/Shower combo	Crib	Shower	Hairdryer	Nespresso machine	Balcony
Standard Single	9	○	○	○		○				○	○		
Standard Double/Twin	145	○	○	○		○		○	○	○	○		
Standard Plus Double/Twin	31	○	○	○		○	○	○	○	○	○		
Superior Double/Twin	54	○	○	○	○	○	○	○	○	○	○		
Executive Double/Twin	16	○	○	○	○	○		○		○	○	○	○
Total bedrooms	255	○ Available ○ On Request											

PLAZA BAR



The cozy lobby lounge at Center Hotels Plaza sets the scene with comfy seating and a laid-back vibe. Plaza Bar serves cocktails, wine, and Icelandic beers with Happy hour every day.

PLAZA MEETING ROOMS



Plaza offers three meeting rooms that can be combined into one large space. With natural light, modern facilities, comfy seating, and food service available, they're perfect for meetings, conferences, or private events in the heart of Reykjavik.



CENTER HOTELS ARNARHVOLL

★★★★

**center
hotels**
ARNARHVOLL

At the harbor end of the city, overlooking the bay and Reykjavik city center, Center Hotels Arnarhvoll offers 104 modern rooms and a relaxing spa with a hot tub and sauna. The popular rooftop SKÝ Lounge & Bar serves tasty drinks, daily Happy hour, and panoramic views of Harpa Concert Hall, the city center and sweeping ocean views.

☎ +354 595 8540
📍 Ingólfsstræti 1
101 Reykjavík
✉ arnarhvoll@centerhotels.com

THE BASICS

- 🗨 24/7 front desk - Multilingual staff
- ☕ Breakfast buffet available at extra charge
- 📅 Check-in 15:00 / check-out 11:00
- ☀ Early breakfast*
- 📶 Free WiFi

- 🌿 Arnarhvoll wellness area
- 🌙 Northern lights wake up call
- 🍹 SKÝ Lounge & Bar
- 🚗 Concierge service
- 🚌 Bus stop nearby
- 🌱 Green key certified hotel

*Croissant, coffee and tea.
Early breakfast needs to be booked the night before.

IN ROOM FACILITIES

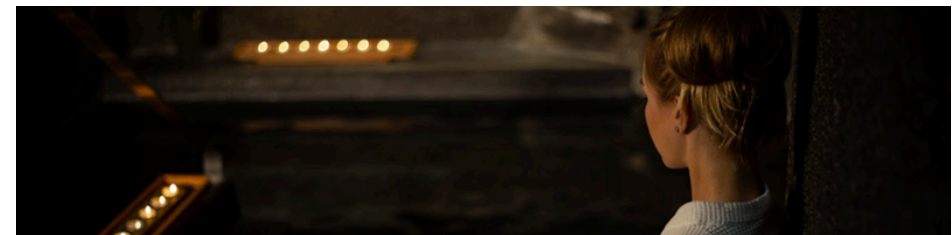
		Refrigerator	Telephone	Flat screen TV	Safety deposit box	Free internet	Extra bed	Crib	Bathub/Shower combo	Shower	Hairdryer	Sea view	Bathrobe + Spa access
Deluxe Single	6	○	○	○	○	○				○	○	○	○
Standard Double/Twin	49	○	○	○	○	○		○	○	○	○		○
Deluxe Double/Twin	13	○	○	○	○	○	○	○	○	○	○		○
Sea View Double/Twin	30	○	○	○	○	○	○	○	○	○	○	○	○
Sea View Deluxe King	6	○	○	○	○	○		○	○		○	○	○
Total bedrooms	104	○ Available ○ On Request											

SKÝ LOUNGE & BAR



Located on the top floor of Center Hotels Arnarhvoll, SKÝ Lounge & Bar offers a wide selection of wines, beers, and cocktails with panoramic views over Reykjavik city center and the ocean. The bar features daily Happy hour and is also available as a venue for private events.

ARNARHVOLL WELLNESS



Located at Center Hotels Arnarhvoll, the wellness area features a hot tub, sauna, and relaxation area. Access is available to hotel guests, offering a tranquil place to unwind in the heart of Reykjavik.



PINGHOLT BY CENTER HOTELS



pingholt
by center hotels

A boutique hideaway in downtown Reykjavik, Pingholt by Center Hotels, combines modern Icelandic design with an intimate atmosphere. The hotel offers 52 stylish rooms, Pingholt Lounge & Bar, a cozy spa with hot tub and sauna, and a well-equipped meeting room, making it a chic and comfortable base in the heart of the city.

+354 595 8530
pingholtsstræti 3-5
101 Reykjavík
thingholt@centerhotels.com

THE BASICS

- 24/7 front desk - Multilingual staff
- Breakfast buffet available at extra charge
- Check-in 15:00 / check-out 11:00
- Early breakfast*
- Free WiFi
- Green key certified hotel

- Pingholt Spa & Gym
- Northern lights wake up call
- Pingholt Lounge & Bar
- Meeting & venues
- Concierge service

*Croissant, coffee and tea.
Early breakfast needs to be booked the night before.

IN ROOM FACILITIES

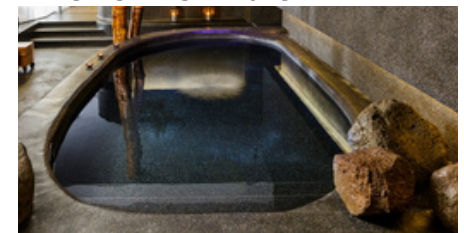
		Mini-bar	Telephone	Flat screen TV	Safety deposit box	Free internet	Sofa	Crib	Bathtub	Shower	Hairdryer	Bathrobe
Standard Double/Twin	30	○	○	○	○	○		○	○	○	○	○
Deluxe Double/Twin	15	○	○	○	○	○	○	○	○	○	○	○
Junior Suite	5	○	○	○	○	○	○	○	○		○	○
Loft Suite	2	○	○	○	○	○	○	○		○	○	○
Total bedrooms	52	○ Available ○ On Request										

PINGHOLT LOUNGE & BAR



Located at Pingholt by Center Hotels, Pingholt Lounge & Bar is a stylish downtown spot serving cocktails, wine, and local beers in a relaxed, cozy setting with daily Happy hour.

PINGHOLT SPA & GYM



Pingholt Spa offers a relaxing escape with hot tub, sauna and treatment options. A cozy wellness spot in the heart of Reykjavik.

PINGHOLT MEETING & VENUES



The meeting rooms and event spaces at Pingholt by Center Hotels provide stylish and flexible settings for meetings, workshops, private events, and special occasions. The venues can be tailored to a variety of gatherings, with a variety of food options.



PINGHOLT APARTMENTS FROM CENTER HOTELS



pingholt
apartments
from center hotels

The 31 apartments are comfortable, bright, and equipped with full kitchen facilities, ideal for up to six guests. They are located in downtown Reykjavík, right across from Pingholt by Center Hotels, our boutique hotel. The apartments are suitable for more extended stays or for guests seeking extra space and independence. When staying at the apartments, guests have access to the hotel's services across the street, adding comfort and convenience to their stay.



+354 595 8530



Pingholtstræti 2-4
101 Reykjavík



thapartments@centerhotels.com

THE BASICS



24/7 front desk across the street at Pingholt hotel



Breakfast buffet*



Early breakfast**



Spa & Gym*



Check-in 15:00 / check-out 11:00



Free WiFi



Breakfast basket available at extra charge

*Access to the spa, gym and breakfast buffet is available across the street at Pingholt by Center Hotels for an additional charge.

**Croissant, coffee and tea/Early breakfast needs to be booked the night before.

IN ROOM FACILITIES

		Stove	Oven	Refrigerator	Hair dryer	Free internet	Flat screen TV	Linen & towels	Iron & ironing board	Toiletries	Crib	Sofa bed	Washing machine	Dish washer
Studio apartment	3	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
One Bedroom Apartment	18	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Two Bedroom Apartment	2	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Family Apartment	8	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Total apartments

31



Available



On Request

Available for an extra fee. are access to Pingholt Spa, breakfast buffet, and early breakfast. Guests are also welcome to unwind at the cozy Pingholt Lounge & Bar.

PINGHOLT LOUNGE & BAR



Pingholt Lounge & Bar is a stylish downtown spot serving cocktails, wine, and local beers in a relaxed, cozy setting with daily Happy hour.

PINGHOLT SPA & GYM



Pingholt spa offers a relaxing escape with a hot tub, sauna, and treatment options. A cozy wellness retreat in the heart of Reykjavík, available for a fee.

BREAKFAST BUFFET



Breakfast is all about fresh flavours and cosy mornings. Guests can enjoy a buffet filled with local favourites, freshly baked pastries, fruit, skyr and good coffee.

BREAKFAST BASKETS



Guests can order from a selection of breakfast baskets for an additional cost - ideal for late arrivals or anyone wanting to skip the grocery shopping.



Cozy base
for Reykjavik adventures

CENTER HOTELS KLÖPP

★★★



Center Hotels Klöpp is a centrally located hotel in downtown Reykjavík, steps from the main shopping street. The hotel features 46 cozy rooms and is within walking distance of cafés, restaurants, nightlife, and many of the city's main attractions.

+354 595 8520
Klapparstígur 26
101 Reykjavík
klopp@centerhotels.com

THE BASICS

- 24/7 front desk - Multilingual staff
- Breakfast buffet available at an extra charge
- Check-in 15:00 / check-out 11:00
- Early breakfast*
- Northern lights wake up call
- Concierge service
- Free WiFi
- Green key certified hotel

*Croissant, coffee and tea.
Early breakfast needs to be booked the night before.

IN ROOM FACILITIES

		Mini-bar	Telephone	Flat screen TV	Iron & Ironing board	Free internet	Extra bed	Crib	Shower	Hairdryer
Standard Single	6	○	○	○	○	○			○	○
Standard Double/Twin	33	○	○	○	○	○			○	○
Superior Single	3	○	○	○	○	○			○	○
Superior Double/Twin	4	○	○	○	○	○	○	○	○	○
Total bedrooms	46	○ Available ○ On Request								

KLÖPP BAR



Cozy atmosphere and daily Happy hour from 16:00 – 18:00. Enjoy a refreshing drink after a day of exploring, or start your evening before heading out into Reykjavík's lively downtown.



CENTER HOTELS SKJALDBREIÐ

★★★

**center
hotels**
SKJALDBREIÐ

The hotel occupies one of Reykjavík's oldest and most striking buildings. Small in size with a big heart making every guest feeling like family.

Right in the center of the city's main shopping street, the location also makes Skjaldbreið a tough one to beat.

☎ +354 595 8510
📍 Laugavegur 16
101 Reykjavík
✉ skjaldbreid@centerhotels.com

THE BASICS

- 🗨 24/7 front desk - Multilingual staff
- ☕ Breakfast buffet available at an extra charge
- 📅 Check-in 15:00 / check-out 11:00
- ☀ Early breakfast*

- 🌙 Northern lights wake up call
- 🚗 Concierge service
- 📶 Free WiFi
- 🌿 Green key certified hotel

*Croissant, coffee and tea.
Early breakfast needs to be booked the night before.

IN ROOM FACILITIES

		Mini-bar	Telephone	Flat screen TV	Shower	Free internet	Hairdryer	Crib	Bathtub	Extra bed
Standard Single	4	○	○	○	○	○	○			
Standard Double/Twin	21	○	○	○	○	○	○			
Superior Single	4	○	○	○	○	○	○			
Superior Double/Twin	4	○	○	○	○	○	○	○	○	○
Total bedrooms	33	○ Available ○ On Request								

RIGHT IN THE CITY CENTER



The perfect place to stay if you want to be in the very center of Reykjavík. Just steps away from shops, restaurants, cafés, and the city's main attractions.