

# 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 195 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 Reykjavík
- grandi@centerhotels.com

## THE BASICS

- 24/7 front desk
- Breakfast buffet
- Check-in 15:00 / check-out 11:00
- Early grab & go breakfast\*
- Free WiFi
- Green key certified hotel
- Grandi spa & gym
- Northern lights wake up call
- Grandi restaurant & bar
- Hygge bakery
- Bus stop around the corner
- 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	Crib	Bathub/Shower combo	Shower	Hairdryer	Balcony	Sofa bed	Spa access
Standard Double/Twin	100	○	○	○	○	○		○		○	○			
Standard Plus Double/Twin	50	○	○	○	○	○	○	○	○	○	○			○
Deluxe King	25	○	○	○	○	○		○	○		○		○	○
Balcony Double/Twin	13	○	○	○	○	○		○	○		○	○		○
Junior Suite	4	○	○	○	○	○		○	○		○		○	○
Suite	1	○	○	○	○	○		○	○	○	○	○	○	○
Total bedrooms	195	○ 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
- 🍳 Breakfast buffet
- 📅 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
- 🍴 Lóa Restaurant
- 🍷 Wine bar
- 🚗 Concierge service
- 🚌 Bus stop in front of the hotel
- 🌿 Green key certified hotel

## IN ROOM FACILITIES

		Mini-bar	Telephone	Flat screen TV	Safety deposit box	Free internet	Extra bed	Crib	Bathtub	Shower	Hairdryer	Balcony	Balconet	Nespresso machine
Small Double	5	○	○	○	○	○					○	○		
Standard Double/Twin	26	○	○	○	○	○		○			○	○		
Deluxe Double/Twin	44	○	○	○	○	○	○	○	○		○		○	
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.

## WINE BAR



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.



# Spa hotel on Laugavegur

## MÍÐGARÐUR 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

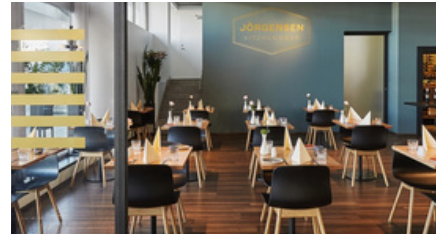
- 🗨 24/7 front desk
- 🍽 Breakfast buffet
- 📅 Check-in 15:00 / check-out 11:00
- ☀ Early grab & go breakfast\*
- 📶 Free WiFi
- 🌿 Green key certified hotel
- 🌸 Miðgarður spa & gym
- 🌙 Northern lights wake up call
- 🍸 Jörgensen Kitchen & Bar
- 🚌 Bus stop in front of the hotel
- 🚗 Concierge service
- 👥 Meeting & 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.

## MÍÐGARÐUR 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.

## MÍÐGARÐUR 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

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.

★★★★

**center  
hotels**  
PLAZA

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

## THE BASICS

- 🗨 24/7 front desk
- ☕ Breakfast buffet
- 📅 Check-in 15:00 / check-out 11:00
- ☀ Early grab & go breakfast\*
- 📶 Free WiFi
- 🌙 Northern lights wake up call
- 🍸 Plaza bar
- 🚗 Concierge service
- 🚌 Bus stop around the corner
- 👥 Meeting & venues
- 🌿 Green key certified hotel

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

## IN ROOM FACILITIES

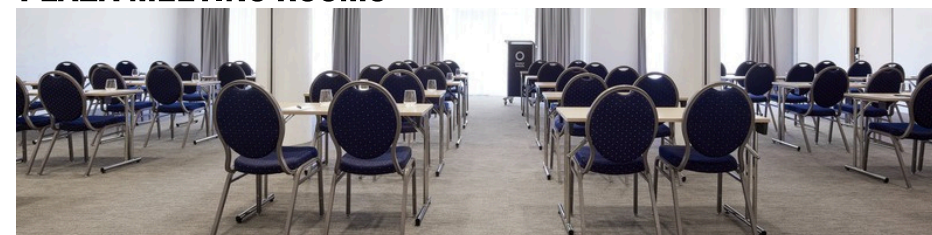
		Mini-bar	Telephone	Flat screen TV	Safety deposit box	Free internet	Extra bed	Bathub/Shower combo	Crib	Shower	Hairdryer	Nespresso machine	Balcony
Standard Single	9	○	○	○		○				○	○		
Standard Double/Twin	145	○	○	○		○		○	○	○	○		
Standard Plus Double/Twin	31	○	○	○		○	○	○	○	○	○		
Superior Double/Twin	54	○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

## 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
- ☕ Breakfast buffet
- 📅 Check-in 15:00 / check-out 11:00
- ☀ Early grab & go breakfast\*
- 📶 Free WiFi
- 🌿 Arnarhvoll spa & gym
- 🌙 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

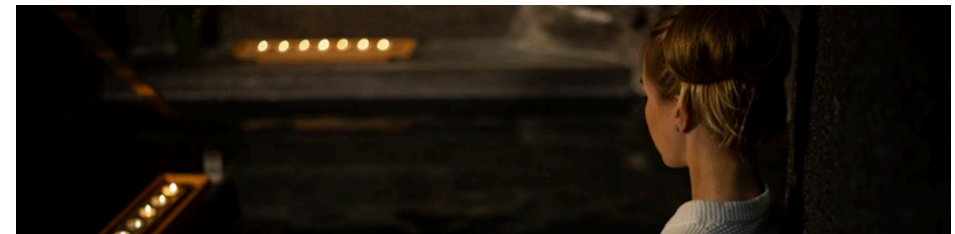
		Mini-bar	Telephone	Flat screen TV	Safety deposit box	Free internet	Extra bed	Crib	Bathtub/Shower combo	Shower	Hairdryer	Sea view	Bathrobe + Spa access
Small Double	5	○	○	○	○	○					○	○	○
Standard Double/Twin	26	○	○	○	○	○		○	○	○	○		○
Deluxe Double/Twin	44	○	○	○	○	○	○	○	○	○	○		○
Sea View Double/Twin	24	○	○	○	○	○	○	○	○	○	○	○	○
Sea View Deluxe King	3	○	○	○	○	○		○	○		○	○	○
Total bedrooms	102	<span>○ Available</span> <span>○ On Request</span>											

## 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 SPA



Located at Center Hotels Arnarhvoll, the spa 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, Ísafold 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



Pingholtiðstræti 3-5  
101 Reykjavík



thingholt@centerhotels.com

## THE BASICS



24/7 front desk



Breakfast buffet



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



Early grab & go breakfast\*



Free WiFi



Green key certified hotel



Ísafold spa & gym



Northern lights wake up call



Ísafold Lounge & Bar



Meeting & venues



Concierge service

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

## IN ROOM FACILITIES

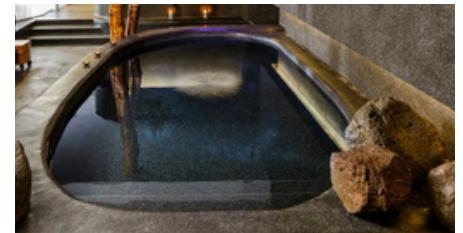
		Mini-bar	Telephone	Flat screen TV	Safety deposit box	Free internet	Sofa	Crib	Bathtub	Shower	Hairdryer	Bathrobe
Standard Double	18	○	○	○	○	○		○	○	○	○	○
Standard Double/Twin	2	○	○	○	○	○		○	○	○	○	○
Deluxe King	9	○	○	○	○	○	○	○	○	○	○	○
Balcony Double/Twin	6	○	○	○	○	○	○	○	○	○	○	○
Junior Suite	5	○	○	○	○	○	○	○	○	○	○	○
Suite	2	○	○	○	○	○	○	○		○	○	○
Total bedrooms	52	○ Available ○ On Request										

## ÍSAFOLD LOUNGE & BAR



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

## ÍSAFOLD SPA & GYM



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

## ÍSAFOLD MEETING & VENUES



At Pingholt by Center Hotels, Ísafold provides a stylish downtown meeting room with modern facilities and catering available - ideal for smaller meetings, workshops and private events.



## PINGHOLT APARTMENTS FROM CENTER HOTELS

The 31 apartments are comfortable, bright, and equipped with full kitchen facilities, ideal for up to five 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.



**pingholt**  
apartments  
*from center hotels*



+354 595 8530



Pingholtstræti 2-4  
101 Reykjavík



thapartments@centerhotels.com

## THE BASICS

- 24/7 front desk at Pingholt hotel
- Breakfast buffet available at extra charge at Pingholt hotel
- Early grab & go breakfast available at extra charge at Pingholt hotel

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



Spa & gym available at Pingholt hotel for extra charge



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



Free Wi-Fi



Breakfast basket available at extra charge



Apartment accommodation for up to five guests

## IN ROOM FACILITIES

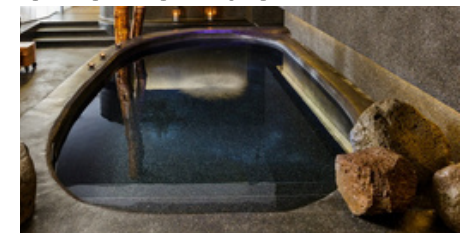
		Stove	Oven	Refrigerator	Hair dryer	Free internet	Flat screen TV	Linen & towels	Iron & ironing board	Toiletries	Crib	Sofa bed	Washing machine	Dish washer
Studio apartment	3	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One Bed Apartment	18	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Two Bed Apartment	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
One Bed Home	5	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Family apartment	1	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Superior Apartment	2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Total apartments	31	<input checked="" type="checkbox"/> Available <input checked="" type="checkbox"/> On Request												

## ÍSAFOLD LOUNGE & BAR



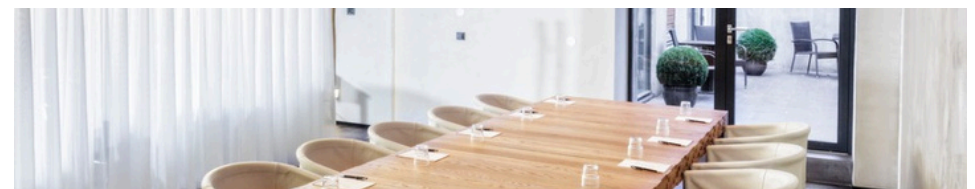
Located across the street, at Pingholt by Center Hotels, Ísafold Lounge & Bar is a stylish downtown spot serving cocktails, wine, and local beers in a relaxed, cozy setting with daily Happy hour.

## ÍSAFOLD SPA & GYM



Ísafold spa, located across the street, 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.

## ÍSAFOLD MEETING & VENUES



At Pingholt by Center Hotels, across the street, Ísafold provides a stylish downtown meeting room with modern facilities and catering available - ideal for smaller meetings, workshops, and private events.



# 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
- Breakfast buffet
- Check-in 15:00 / check-out 11:00
- Early grab & go 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	5	○	○	○	○	○			○	○
Standard Double/Twin	26	○	○	○	○	○			○	○
Superior Single	44	○	○	○	○	○			○	○
Superior Double/Twin	24	○	○	○	○	○	○	○	○	○
Total bedrooms	102	○ 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



On Reykjavík's main shopping street, Center Hotels Skjaldbreið offers 33 bright and comfortable rooms. A small and welcoming hotel, ideally located for exploring the city on foot.

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

## THE BASICS

- 🗨 24/7 front desk
- ☕ Breakfast buffet
- 📅 Check-in 15:00 / check-out 11:00
- ☀ Early grab & go 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	2	○	○	○	○	○	○			
Superior Double/Twin	6	○	○	○	○	○	○	○	○	○

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.