



**center
hotels**

WHO WE ARE

IN 1994 A FAMILY OF FIVE, KRISTÓFER, SVANFRÍÐUR AND THEIR THREE CHILDREN, DECIDED TO TAKE A PUNT AND OPEN A LITTLE GUESTHOUSE IN THE CENTER OF REYKJAVÍK. 25 YEARS LATER AND WE HAVE GROWN INTO SEVEN HOTELS, FOUR RESTAURANTS, ONE CAFE AND THREE SPAS. NOT BAD RIGHT?

COME ON OUR JOURNEY

1994

**IT ALL
STARTED
HERE!**

GUESTHOUSE FLOKAGATA

1998

**WE WORKED
OUR FINGERS
TO THE BONE,
LITERALLY**

SKJALDBREID BY CENTER HOTELS

2001

**BREAKING NEWS:
TIME FOR HOTEL
NUMBER 2**

CENTER HOTELS KLÓPP

2007

**THIS ONE'S
PRINTED ON
OUR HEARTS**

PINGHOLT BY CENTER HOTELS

2008

**DOUBLE
TROUBLE,
2008 WAS A
BUSY YEAR**

CENTER HOTEL ARNARHVOLL
CENTER HOTEL PLAZA

2015

**BANKING ON A
NEW DIRECTION**

MIDGARDUR BY CENTER HOTELS

2019

**AMAZING THINGS
HAPPEN WHEN
WE ALL 'POOL'
TOGETHER**

CENTER HOTELS LAUGAVEGUR

2020

**THE FUTURE
LOOKS BRIGHT
& CREATIVE**

GRANDI BY CENTER HOTELS

There is so much more to Iceland than our breathtaking natural wonders (although we do admit they are pretty awesome). Us Icelanders are a pretty quirky and creative bunch and here in Reykjavik you are at the epicenter of our thriving local community. We want all of our guests to experience the unique creativity and strong culture of Iceland. Whether that's discovering local artists, listening to upcoming musicians or trying out the latest local hang outs - when in Iceland, do as the locals do.

Stay like
a local

OUR BRAND IN A NUTSHELL

OUR PURPOSE

Stay like a local

OUR CUSTOMERS

EXPLORERS
TRAVELLERS
CURIOUS
OPEN-MINDED
CULTURED

OUR VALUES

WELCOMING
FAMILY
PROUD
CREATIVE
SOCIABLE

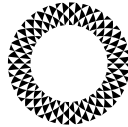
OUR ESSENCE

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

OUR COMPANY



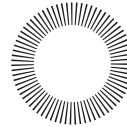
OUR GUESTS



OUR PEOPLE



OUR CITY



OUR COMMUNITIES



OUR ENVIRONMENT



OUR CUSTOMERS ARE:
EXPLORERS
CURIOUS
OPEN-MINDED
CULTURED
CONNECTED

Despite the diverse demographics, we know our customers have lots in common. When they go away they want to experience new cultures, see new things and get to the guts of what makes a place unique. They are open-minded and want to meet and share their experiences with like-minded people. They are the new explorers.

WE ARE WELCOMING

Hæ Hæ! Us Icelanders love having visitors. Whoever you are, whatever you do - everyone is welcome, from guests to staff to suppliers. Come sample our warm and friendly Icelandic hospitality, we promise you'll feel right at home.

OUR VALUES



WE ARE FAMILY

A true family spirit and sense of community runs through everything we do so we are nothing like the other big hotel chains. We are real people which means we are authentic, democratic, honest and have a whole lot of personality. Welcome to the family.

OUR VALUES



WE ARE PROUD

Did we mention we are Icelandic? There are only 350,000 of us which means we have a strong sense of national identity and pride. Us Icelanders are bold, straight-talking and with a quirky sense of humour. We love our city, country and culture and are not afraid to shout about it. Be warned.

A woman with a long, intricate braid is seen from behind, looking at a vibrant, abstract painting. The painting features bold colors like red, yellow, blue, and white, with various shapes and textures. The woman is wearing a dark top. The overall scene is artistic and creative.

WE ARE CREATIVE

Us Icelanders are great believers in individuality and self expression, so it's no surprise that we have the highest number of artists per capita in the world. You will find that most of us have a creative string to our bow, whether it's painting, photography, writing, singing, acting, dancing... whatever makes us feel happy and shine. Let's get creating!

OUR VALUES

A high-angle, close-up photograph of several people's hands holding wine glasses filled with red and white wine. The scene is dimly lit, suggesting an indoor social gathering. The focus is on the hands and the glasses, with the faces of the people blurred in the background. The overall mood is warm and convivial.

WE ARE SOCIABLE

We are outgoing and sociable, with a can-do and positive approach to life. For us, the most important thing is to make real, genuine connections with the people and world around us. We know that life is for living so let's get out there and do it. Let's live in the now.

OUR VALUES



THE HEARTBEAT OF
OUR CITY



THE SPIRIT OF
OUR PEOPLE



THE SOUL OF
OUR ISLAND

OUR ESSENCE

OUR HOTELS

YOUR BASE TO EXPLORE EVERYTHING THAT THE CITY HAS TO OFFER.

All of our hotels are different so there is one for everyone - work or play, romantic or platonic, nature or city, solo or group - find your match. With all your creature comforts to make you feel at home, plus a load of unexpected extras too.

We have two tiers of hotels to make sure we meet people's needs. Our Classic tier is the complete 'Stay like a local' brand experience, consistent across all. Focused on a younger more price savvy customer but welcoming for everyone.

Our Boutique hotels offer a more premium experience for those customers who want something a little more special and with all of the added extras.



**center
hotels**

LAUGAVEGUR



**center
hotels**

ARNARHVOLL



**center
hotels**

KLÖPP



**center
hotels**

PLAZA



Midgardur
by center hotels



SKJALDBREIÐ
by center hotels



Þingholt
by center hotels



GRANDI
by center hotels

PLEASE NOTE, SOME OF THE NEW LOGOS ARE STILL IN THE DESIGN PROCESS.



Whales of Iceland

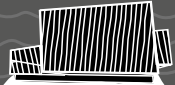
STAY IN THE CENTER

ANNAUST

GRANDI
by center hotels



The Old Harbour



Harpa Music Hall



Domkirjan

center hotels
PLAZA



Ingolfur Arnarson

center hotels
ARNARHVOLL



Sun Voyager

AUSTURSTRÆTI

LELAURBATA

BANKASTRÆTI

MODURSTRÆTI

Þingholt
by center hotels

center hotels
KLÖPP

SKJALDBREIÐ
by center hotels

HVERFISGATA

LAUGAVEGUR

center hotels
LAUGAVEGUR

SUBURBATA



Tjörnin



National Museum of Iceland



University of Iceland

Hjómstakagáður

NARBORGATA



Hallgrímskirkja



Thermal Swimming Pool

SVÖRRAHÁTTUR

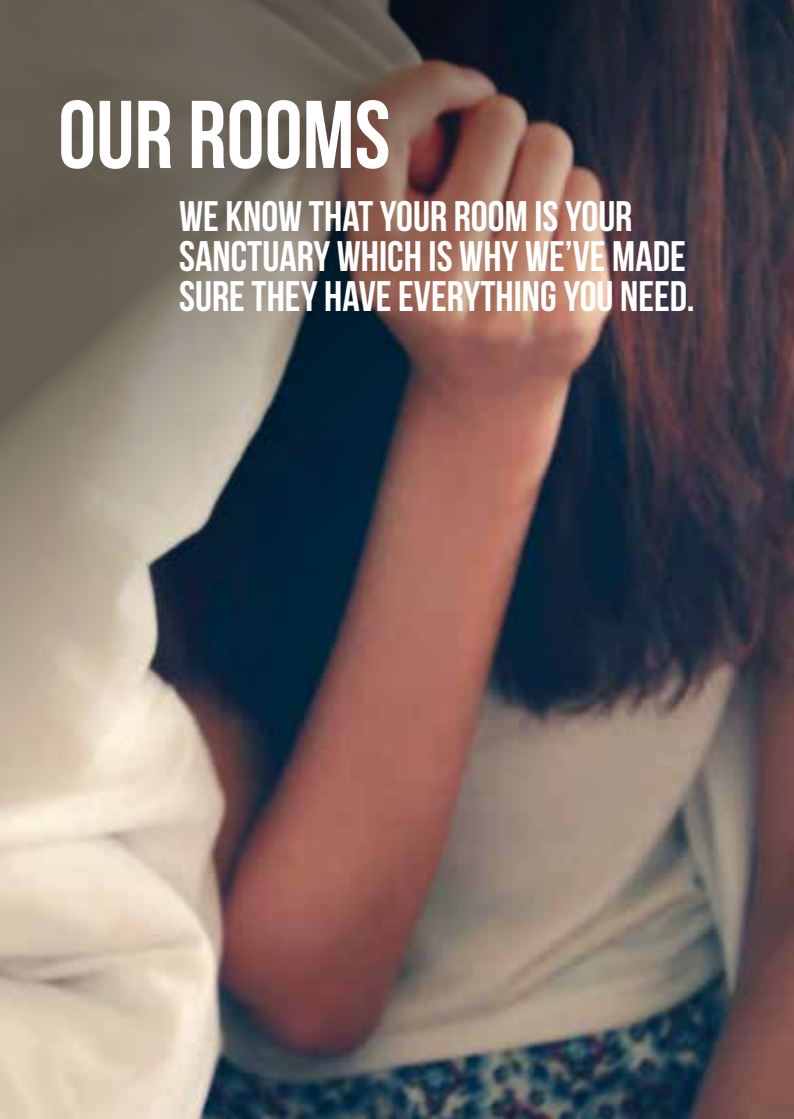
Midgardur
by center hotels

OUR ROOMS

WE KNOW THAT YOUR ROOM IS YOUR SANCTUARY WHICH IS WHY WE'VE MADE SURE THEY HAVE EVERYTHING YOU NEED.

OUR FOOD & DRINK

BOUNTIFUL BREAKFASTS, LIGHT HEALTHY LUNCHESS, DECADENT DINNERS OR EVEN JUST A QUICK TIPPLE. WHATEVER YOU HAVE A HANKERING FOR, WE'VE GOT YOU COVERED.





OUR SPAS

A TRIP TO ICELAND IS AN ESCAPE IN ITSELF BUT SOMETIMES YOU NEED AN ESCAPE FROM THE ESCAPE, RIGHT?



OUR EVENTS

TOO COLD TO HEAD OUT? DON'T WORRY, STAY IN AND LET US ENTERTAIN YOU.

IT'S THE NEW US

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hotels**

OUR STRAPLINES

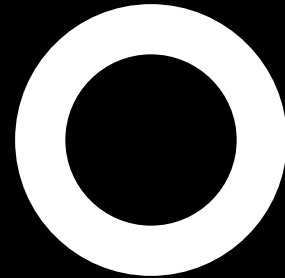
ONE FOR THE LOCALS,
ONE FOR EVERYONE ELSE

Í hjarta borgarinnar

Stay in the Center

OUR CIRLE

REPRESENTING THE LOCAL
HEART AND CENTER OF THE CITY



WHAT WE DO:

**WE ARE QUIRKY.
WE KEEP IT SHORT.
WE HAVE FUN.
WE TELL STORIES.
WE STAY CHATTY.
WE INSPIRE AND ENERGISE.**



AND NOW

**ON WITH
THE BUTTER**

[GET ON WITH IT]

IF YOU HAVE ANY QUESTIONS ABOUT OUR BRAND THEN GET IN CONTACT WITH:

The Center Hotels marketing team

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www.centerhotels.com