

Press release

PKF hotelexperts: Moxy, first Marriott branded hotel in Bergen, Norway now open

- **PKF supported the developer in project development workshops, feasibility study, international brand and operator search**



Moxy, first Marriott branded hotel in Bergen, Norway. Source: Thomas Morel

London/Bergen, 26 May 2021 - PKF hotelexperts, the international market leader in hotel and tourism consulting, supported the developer GC Rieber Eiendom from Norway, with project development workshops, feasibility study and the international brand and operator search for a new hotel in Bergen, Norway.

Adam MacIennan, Head of UK & Ireland of PKF hotelexperts: “We supported the client through several phases of planning to the development of their first hotel and guided them through the selection and lease negotiation process to bring the first Marriott-branded Moxy to the wonderful city of Bergen, the hotel opened its doors in May.” The hotel is operated by Core Hospitality a leading white label operator in Denmark, this is their first property in Norway.



Moxy Bergen is characterized by its vibrant, playful design, providing the perfect location to explore the city's cultural heritage and a breathtaking backdrop with sea views. The hotel consists of 199 guest rooms with premium bedding, a 55" TV with Chromecast, designer amenities, and furiously fast Wi-Fi. The building was planned and built according to sustainability practices and is the first hotel in Norway to be certified as BREEAM EXCELLENT.

"Looking forward, leisure destinations will play a significant role in our recovery and Marriott Bonvoy has a robust portfolio of leisure hotels across EMEA, with some fantastic new additions this year. Built with flexible and open spaces, these openings signify a key to freedom for patient holidaymakers and offer a chance to explore desirable, cultural destinations once again," says **Jenni Benzaquen**, Senior Vice President and Managing Director of Marriott International's EMEA Brand Portfolio.

Further information on PKF hotelexperts:

PKF hotelexperts is an internationally recognised market leader in hotel consulting and - alongside PKF livingexperts (serviced living consulting) and PKF tourismexperts (tourism consulting) - part of the PKF hospitality group. With 15 offices on all continents and more than 90 years of experience, the PKF hospitality group offers focused consulting services in the areas of hotel, serviced living and tourism investments, including feasibility studies, valuations, operator search, project development, financing and investment consulting, asset management, research & benchmarking as well as strategic consulting.

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