

First Hire to NHR Hotel Project in Copenhagen

Nordic Hotels & Resorts have just announced the appointment of Susanne Barfoed, Director of Marketing & PR, as the first person to lead their upscale hotel project in Copenhagen, the conversion of the old Central Post Office to become a luxury hotel, according to a press release.

After a long international career in hospitality she brings a wealth of experience in all aspects of brand management, latest from Starwood Hotels & Resorts, where she oversaw the brand management in EAME, of brands like Sheraton and Westin.

“After many years abroad, I am thrilled and very excited to return to my home city, Copenhagen, and to be part of transforming the old Central Post Office, an iconic building, to become a luxury hotel. With a holistic approach to branding, I believe in creating unique and differentiated guest experiences through all touch points with our customers, and I look forward to working with my talented colleagues at Nordic Hotels & Resorts in doing so,” says Barfoed.

The new hotel project, “the Post Office”, was launched in October 2016 and is scheduled to open in 2020. The hotel will consist of more than 400 rooms, several F&B outlets and spa, aiming to cater to the highest expectations. Since 1912 the building was the headquarter of the Danish Postal Service and will now go through an extensive renovation before opening as a brand new Independent Hotel as part of Nordic Hotels & Resorts.

“The ‘Post Office’ represents one of our biggest current projects, and we’re at the beginning of what will be a comprehensive concept development process. The goal is to build a hotel that will create magic in our Danish capital

when the doors open in a few years. Susanne has the perfect background to lead this project, with international experience in branding and concept development for some of the world's premier hotel companies. We look forward to working with her and create this exciting project," says Trond Bastiansen, COO of Nordic Hotels & Resorts.

Photo: *Susanne Barfoed, Director of Marketing & PR at Copenhagen's "The Post Office". Photo from Nordic Hotels & Resorts.*