



****FOR IMMEDIATE RELEASE****

**THE SIMON HOTEL SYDNEY REVEALS NEW RENOVATIONS AND
REBRAND SIGNALING AN ERA OF 'TRUE BLUE' EAST COAST HOSPITALITY**

*New, Local Ownership and Design Transformation Breathes Life Back into the
Atlific Managed Gem on Sydney's Waterfront*

Toronto, ON (April 4, 2023) – [Atlific Hotels](#) proudly announces that its managed property, [The Simon Hotel Sydney](#) has completed extensive renovations to its 144 guest rooms and suites and public spaces along with a fresh new brand concept reflecting these updates as of today. The hotel's modern new design perfectly complements its reputation for impeccable service in the city's best location. With a nod to owner Irwin Simon who was born and raised in Cape Breton, this relaunch serves as a way of celebrating his native city after a successful 30 plus years (as the former Cambridge Suites Hotel Sydney) while ensuring that the waterfront mainstay contributes to the vitality of the region well into the future. Renovations of the hotel's lobby, restaurant and bar, guest rooms, corridors, rooftop patio, meeting rooms and fitness centre were led by Royal Design Inc. who took inspiration from the property's waterfront location as well as the casual and relaxed vibe that Sydney is known for.

"We're incredibly proud of the hotel's success over the last three decades and we couldn't be more excited to unveil the new Simon Hotel Sydney as it takes us into our next 30 years of unforgettable service," said Michele Bianchini, General Manager, The Simon Hotel Sydney. "We take heart in serving as a cornerstone of the Sydney community and these updates will help us to provide the best experience for locals and travellers alike."

In order to convey the hotel's 'true blue' East Coast experience, Royal Design Inc. led the transformation with design themes touching on water and the area's natural environment. As such, renovated spaces have been decorated in a variety of aquatic tones paired with the calming greys and taupes of rocks and driftwood. Nautical accents balanced against clean and modern lines tie everything together to create a timeless design.

The renovations reconfigured the lobby and TRIO Restaurant creating an open concept area that invites socializing and is easily accessible throughout the day. New flooring throughout the lobby leads up to a freshly installed lobby market and welcoming front desk pods. Glittering chandeliers and inviting seating options have been introduced encouraging a continued sense of casual comfort. In TRIO and the hotel lobby, communal tables were incorporated, serving as

a place where guests can have a drink, work or host an informal meeting in a relaxed setting. Glamorous finishes round out the dining area as a nod to TRIO's reputation as one of the best restaurants in the city.

The hotel's 144 guest rooms and suites were designed with a focus on clean lines, modern finishes and muted taupe and blue tones to carry the nautical theme home. Streamlined design features such as new vanities and mirrors with lighting tie everything together. Guests can choose from a variety of room configurations suited to their needs. From standard rooms geared to short stays, to spacious One-Bedroom and Harbour View guest suites offering a separate living and bedroom along with a birds-eye view of the waterfront. Those looking for added amenities and services will enjoy all-new Skyline Executive Floor offering a special welcome amenity, complimentary breakfast delivered to your suite, luxurious bathrobes, upgraded bath towels, upgraded bath amenities, Keurig coffee machine, bottled water and in-room Bluetooth speaker. The crown jewel of the collection is the 1,100 square foot, sun-drenched, Simon Suite offering two-bedrooms, two full bathrooms and gorgeous views of Sydney Harbour. Perfect for special occasions or any chance to indulge in luxury, the Simon Suite also has its own oversized fireplace and dining area.

No corner has been left untouched with the completely overhauled meeting rooms and upgrades to the fitness facilities. For its part, the meeting space is now replete with new finishing from flooring to elegant chandeliers, seating and beyond. And for those looking to maintain their wellness routine while on site, the hotel's gym now offers all new flooring and brand new equipment.

The Simon Hotel Sydney is perfectly located in the heart of the downtown waterfront district in Sydney, Nova Scotia, on the island of Cape Breton. The hotel is situated within easy walking distance of Centre 200, Casino Nova Scotia, The Big Fiddle, and surrounded by the city's finest in shopping, dining and entertainment. It is the home of one of the city's best views from its rooftop terrace as well as TRIO Restaurant, cherished as one of Sydney's most loved eateries offering locally inspired dishes.

ABOUT ATLIFIC HOTELS

Atlific Hotels is one of the leading hotel management companies in Canada operating over 40 hotels with offices in Montreal, Toronto, Calgary and Vancouver. Atlific Hotels has over 60 years of experience managing well-known Canadian hotels, resorts, and extended stay properties.

The company has built a reputation for offering comprehensive accounting reporting, information technology solutions and support, strategic revenue-generating sales and marketing plans, and award-winning revenue management programs. Atlific Hotels' parent company, Ocean Properties Ltd., owns and operates over 100 hotels throughout the United States. Together they make up the fifth largest privately-owned hotel management company in North America, operating independent hotels and resorts as well as internationally recognized hotel brands such as Marriott, IHG and Hilton. For more information, please visit www.atlifichotels.com.

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