

THE GOLDEN CIRCLE

People don't buy what we do,
they buy why we do it.

WHY does Villa exist?

To bring people together and inspire
our surroundings to push the boundari-
es for responsible business and life.

HOW do we reach our WHY?

Through partnerships and
collaborations, local engagement,
events, transparency, We Care,
SDG strategy.

WHAT we are?

Villa is a home of 390 rooms, suites,
courtyard, meeting and conference
facilities, special event spaces, co-
work, co-living, brasserie, bakery, bar,
restaurant, pool, hidden garden, design
& flower shop.

THE VILLA MANIFESTO

Villa Copenhagen is not just another hotel. It
is a Copenhagen landmark. Since 1909 when
construction started, the building has been a
liaison to the world, connecting people through
the trusted service of distributing the written
word. Finished in 1912, the building first opened
its doors as the headquarters of the Danish
Post and Telegraph office. It would stay that
way for 104 years. Now the landmark building is
taking on a new journey; as Villa Copenhagen.
A hotel determined to redefine the industry and
to bring people together.

Villa is a hybrid concept; the new backdrop for
all from work-related gatherings and meetings
to casual hangouts, friendly dinners or coffee
on the go. It's a fluid and dynamic space for
the modern city dweller, and a place of multifa-
ceted inspiration for the adventurous, socially
conscious and
quality-oriented.

IDENTITY

Our values: what we promise our guests

A contemporary home of contrast,
conscious luxury and happiness while
taking responsibility for our environ-
mental footprint.

Our personality: how we are around our guests

Warm, approachable, inspiring, friendly
and personal. Young at heart, casual
and understated - yet mannered and
stylish.

Our relationship: how we want our guest to perceive us

Authentic, adventurous, full of coura-
ge, energy and enthusiasm. We are
environmentally aware and believe in
a more sustainable world. We have
a cosmopolitan spirit but we never
forget our roots. We are in love with
Copenhagen and have a global local
curiosity.

Our culture: how we want our guests to feel

Being part of a community rather than
simply being at a hotel. Being part of
the local neighborhood of Copenha-
gen. Taste of Copenhagen way of life.
When our guests enter Villa, they enter
Copenhagen.

DIFFERENTIATION

How we distinguish ourself

What we own in people's mind

We are Copenhagen.
This is where people meet and connect.
We take responsibility for our impact on the
planet.

How we stand out in the market

We dare challenge the ordinary and we do
things differently - constantly looking for new
and better ways.
We have a place with a story and create unique
storytelling around it
We are the most local hotel and we want to
create a hub connecting people.