



news release

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## **prizeotel on a steep expansion course - Design hotel group signs 20th hotel and opens in Germany's state capital Berlin**

**The hotel group prizeotel signs its 20th hotel. In 2021, the design hotel opens in the capital of Germany, Berlin. 284 stylish rooms currently get ready for business and city traveller in the popular, trendy district Prenzlauer Berg.**

The newest addition to the family of the rapidly growing hotel chain will also appear in the individual and extravagant design of star designer Karim Rashid and have the usual innovative and technical equipment (with mobile check-in, smart TV and much more) waiting for its guests.

In addition to the four successfully operating hotels in Northern Germany (Hamburg (2x), Hanover and Bremen), 16 new projects in different stages of development, in Germany, Austria, Belgium and Switzerland are ready and waiting in their starting blocks. "10.5 years after the opening of the first hotel, investors entrust prizeotel properties worth well over half a billion euros to prizeotel," reports Marco Nussbaum, founder and CEO of prizeotel, proudly. "With the 20 properties, we will generate an estimated net turnover of more than EUR 100 million and thus consistently drive forward the expansion of the brand," adds Nussbaum.

By 2022, the planned buildings at the new locations will open their stylish gates. "This creates the basis for the planned large-area expansion on an international level. Negotiations are currently taking place for projects in Copenhagen, London and Warsaw. Our declared goal is to establish a presence in the core markets of Europe", explains Managing Director Connor Rytterski, who was responsible for the contract negotiations of the project in Berlin.

Berlin constantly remains a very popular travel destination. In February this year, Berlin Tourismus & Kongress GmbH announced in a press release that the city was able to consolidate its position as the top 3 tourist destination in Europe. "Around 13.5 million guests have visited the city in 2018, which is 4.1 percent more than in the previous year. The number of overnight stays has increased by 5.5 per cent, up to 32.9 million", reported the GmbH, which operates under the brand *visitBerlin*. The statistics published in the press release by the Amt für Statistik Berlin-Brandenburg, which shows the origin of the traveller from January to December 2018, show that 45.9 percent of the guests come from Germany - therefore prizeotel can look forward to a large number of international guests as well.

As usual for the brand, the design hotel welcomes its guests in a top location. The hotel in Berlin finds its home in the trendy district Prenzlauer Berg. From there, guests are ideally connected to public transport and to Berlin's leisure and cultural offerings.

There is hardly a more suitable home for the unconventional, colorful design hotel group than the multi-faceted Berlin, bubbling with energy and creativity. The vibrant city of unlimited possibilities connects many different cultures and sets the latest trends in lifestyle, music and art. At the same time, the city is regarded as Germany's greenest metropolis and ensures balance and relaxation with its extensive parks, forests and lakes.

Visit [www.prizeotel.com](http://www.prizeotel.com) for more information.

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## **prizeotel Berlin-City**

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### **About prizeotel:**

prizeotel is probably the most unconventional 2\*\* economy design hotel group in Germany and sees itself as an exclusive product in the design ambience. It not only surprises with a fresh breeze in terms of appearance, but also in terms of service, interaction and communication. Through the exclusive collaboration with the international star designer Karim Rashid from New York, every hotel becomes a so-called signature brand hotel. From the design of the rooms and corridors to the lobby lounge, the designer's signature is consistently reflected in the hotels.

The brand was founded in 2006 by hotelier Marco Nussbaum and real estate economist Dr. Matthias Zimmermann and a lot has happened since then: Four hotels are already successfully asserting themselves on the market in northern Germany. And prizeotel Bremen-City (127 rooms), Hannover-City (212 rooms), Hamburg-City (393 rooms) and Hamburg-St. Pauli (257 rooms) will soon get a big addition to the family - an international addition!

2019: Erfurt (208 rooms) + München-Airport (160 rooms)

2020: Bern (188 rooms) + Bonn (210 rooms) + Antwerpen (144 rooms) + Rostock (11 rooms) + Wiesbaden (154 rooms)

2021: Dresden-Mitte (125 rooms) + Berlin (284 rooms) + Münster (195 rooms) + Wien (294 rooms) + Düsseldorf (250 rooms)

2022: Dresden-City (213 rooms)

In addition to these 17 hotels with more than 3,000 rooms, there are three more hotels for which the contracts have already been signed. prizeotel is thus continuing its strategy of being represented, with its economy design concept, in the core markets of Germany and in selected international metropolises, in the medium term. Further information can be found at [www.prizeotel.com](http://www.prizeotel.com).