



Press Release 4th July 2017

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## So great! 25hours Hotels set up a “Trump Suite” for the G20 Summit!

### **The hotel group auctions off a Hamburg weekend in gold as a humorous take on the summit weekend.**

Hamburg has been waiting with bated breath for the G20 Summit from 6 to 7 July 2017 for months now. A fair few of the city’s residents are fed up with the restrictions and the expense involved in protecting the G20 guests. “It affects us, too”, confirms Christoph Hoffmann, CEO of 25hours Hotels. “The whole area around the Elbphilharmonie will become a no-go zone on Friday. Two of our Hamburg hotels are directly adjacent.”

But instead of joining the ranks of the perennial fussers, 25hours prefers a more humorous dig at the whole shebang. The hotel group has joined with the Honey Agency to set up a “Trump Suite” in the 25hours Hotel Altes Hafenamt in HafenCity for the duration of the G20 Summit. The familiarly opulent predilections of the high-and-mighty summit visitor may not be quite the perfect fit for the otherwise maritime flair of the establishment. But guests living like the President in the 25hours Hotel will experience more than just police cordons and convoys of armoured vehicles ferrying heads of state. They will also enjoy a pomp and circumstance hitherto (almost) unheard of in a hotel room. As one would expect of 25hours Hotels, known for the lovingly designed details of their rooms, the Trump Suite also catches the eye with its charming, iconic and ironic nods and winks – from the golden hair dryer (with styling tips) to the Mexican chocolate as a welcome gift.

But the suite is not available for bookings: instead it will go to the highest bidder on eBay. Bidding starts at EUR125 for two nights (7–9 July 2017), including breakfast, a welcome drink in The Boilerman Bar and a dinner in the eclectically Oriental-style Neni restaurant.

All of the proceeds from the auction will go to the climate protection organisation “Klima ohne Grenzen”. “This offer is very, very great, and so everyone should bid bigly”, says Chef Brand Officer Bruno Marti.

**come as you are.**



For visit of the „Trump-Suite“ please contact [media@25hours-hotels.com](mailto:media@25hours-hotels.com)  
Link to eBay auction: <http://ebay.eu/2tHgGme>

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#### **About 25hours Hotels**

25hours is a young hotel idea that, characterised by personalities and charming, relaxed service, seeks to find answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, designing each of its hotels together with various different designers and in a unique style under the motto "Know one, know none". The 25hours Hotel Company was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. Today the company runs nine hotels within German-speaking countries. Four additional establishments will open soon: 25hours Munich (2017), 25hours Hotel Paris (2018), 25hours Hotel Düsseldorf and 25hours Hotel Cologne (2018). In autumn 2016, 25hours Hotel Company announced their strategic alliance with AccorHotels and now also actively pursues hotel projects around the globe.

#### **About Honey**

The Hamburg Honey Agency was founded in autumn 2016 as a joint venture between Kolle Rebbe and Territory. It is the first agency to consistently blend creative, journalistic and analytic competencies. Combining these perspectives allows a new appreciation of campaigns, corporate media and dialogue formats. Building on a core content, the method creates communication that touches hearts and minds and builds associations with brands.

#### **Press contact**

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