

Press Release 06 August 2018

Bringing the district together: the new neighbourhood service at the 25hours Hotel HafenCity

Hamburg: Neighbours and guests of the 25hours Hotel HafenCity have been able to enjoy a new service since the end of July 2018. The hotel is the first in the little group to offer a concierge service intended to serve the needs of both the hotel guests and the neighbours in the district. Two employees take care of any restaurant recommendation requests and concert tickets, but can also help local residents find handymen or personal trainers.

As part of the “Conciergerie” pilot project, the service and demand are being tested in Hamburg, in order to roll out the comprehensive service offering in other hotels in the group, such as in Cologne, Berlin, Vienna, or Zurich. The ground floor of the 25hours Hotel HafenCity has been redesigned, and offers a modernised lounge for the hotel guests, in addition to the new concierge workspace. Conni Kotte Interior’s Hamburg-based team were responsible for the design, and have been assisting with the design of the hotel since it was opened.

25hours perceives the concierge as a facilitator of services. The concierge advises the guests with newly reformulated insider tips for sightseeing, or can recommend unusual-cycling tours with the hotel’s own Schindelhauer bikes. Providing restaurant recommendations and booking theatre or concert tickets are still part of the hotel’s new “good souls” duties, of course. “We’re not a Grand Hotel, however we like to reinterpret the classic services”, explains Hotel Director Patrick Moreira, “it is important for the hotel guests to have a visible and tangible point of contact, but it’s not unusual. When creating the concept for our Conciergerie, the neighbourhood was a central focus.” And 25hours co-founder Christoph Hoffmann adds: “This project is very close to my heart. We often talk about being the heart and living room of a district. This isn’t supposed to be just marketing jargon. We were inspired by Lulu dans ma rue, a neighbourhood initiative in Paris”.

This resulted in a multitude of services that 25hours provides to its neighbours. Locals can ask the concierge to book a bread delivery or laundry service, or even a yoga teacher or personal trainer, via email, phone call, or of course, in a personal discussion. The concierge can also arrange a handyman service – for repairs, installations, assembling or disassembling furniture, or work on the garden or terrace – or even a private chef or catering service. Additionally, there is a wide range of services available that can be useful for individual households: these services range from sending gifts or flowers to window-cleaning and ironing. “We are consciously starting with a wide range of services, and hope to adapt them to the demand in the coming months. Of course, the neighbourhood concierge is also intended to allay locals’ fears of a huge influx of tourists”, said Moreira.

Media information on the neighbourhood concierge service at the 25hours Hotel HafenCity can be found [here](#).

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25hours Hotels videos: [youtube.com](https://www.youtube.com)

Press material and images: <https://www.25hours-hotels.com/company/presse/bilder>

About 25hours Hotels

25hours is a young hotel idea characterised by personality and a charming and relaxed service, which seeks to find contemporary answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with various 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, and today operates eleven hotels in German-speaking countries. 2018 will also see more openings: 25hours Hotel Terminus Nord (Paris), 25hours Hotel The Circle (Cologne), 25hours Hotel Firenze and 25hours Hotel Dubai (2020). The 25hours Hotel Company formed a strategic alliance with AccorHotels in 2016, and now also pursues hotel projects around the globe.”

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