

Press release 21st of April 2020

New kid on the block: 25hours Hotel Terminus Nord with new General Manager Dion Maes



Paris: As of April 10th, Dion Maes has taken over the management of the 25hours hotel in the French capital. Born in the Netherlands, Dion Maes previously ran a Holiday Inn in Brussels for four years as General Manager. Prior to this position, the 38-year-old worked as Director of Sales and Marketing for Marriott in Zurich and as Director of Sales at the Crowne Plaza Antwerp. During his time in Switzerland, the Maastricht native, who speaks five languages fluently, was already able to familiarise himself with the 25hours brand. In the course of his work, Dion already got to know the two Zurich hotels Langstrasse and Zürich West in detail.

"I am both delighted and honoured to join the 25hours Tribe and to be able to run this unique and exceptional hotel" says Dion Maes. "Given the strategic location opposite the Gare du Nord and the interior design concept, which is as colourful as an African bazaar, I am convinced that I can continue to drive the success of the first 25hours hotel in France. One of my personal values is "Work hard, play hard" and I am very much looking forward to building trusting relationships with the local team in Paris. The

current Covid-19 situation will hopefully soon be behind us and could bring new opportunities and insights in the development of for example new delivery concepts and the review of standard operating procedures. My first priorities - in anticipation of the market's recovery after this crisis - will be to ensure that the property assets are in excellent condition and that a tailor-made business plan is in place. Bonjour 25hours Hotel Terminus Nord, bonjour Paris!"

Bart Felix, Director of Hotel Operations at 25hours Hotels, is very satisfied with the choice of the new General Manager: "Dion has several years of experience, especially in Sales & Marketing and Revenue Management, in different hotel groups and various countries. He can also look back on a great track record with commercial know-how. We believe

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that Dion can make a significant contribution to the long-term positioning of the hotel in the French market and will really take off after the crisis".

For more information about all 25hours Hotels, visit: [25hours-hotels.com](https://www.25hours-hotels.com)

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

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

About 25hours Hotels

25hours is a smart, culturally resonant hotel company characterized by provocative urban locations, irreverent yet functional aesthetic, and the romantic nostalgia of grand hotels. Every property starts with a story, evoking the ethos of its building and celebrated neighborhood while a team of architects, designers and local heroes make use of analog reminders, bespoke furnishings, customized art, vintage finds, and music to envision spaces that create personality, character and soul; when at a 25hours hotel, guests realize that there is a reason—woven throughout the narrative—for every single thing to be part of the story. Gastronomy also plays a central role and 25hours has a proud family of food and beverage partners that help the heart of the hotels beat that much faster. The 25hours Hotel Company currently operates 13 hotels and was founded in 2005 by Stephan Gerhard, Ardi Goldman, Christoph Hoffmann and Kai Hollmann. Upcoming openings include properties in Florence, Dubai (2020) and Copenhagen (2021). The 25hours Hotel Company formed a strategic alliance with Accor in 2016, and Europe's largest hotel group now contributes a 50 percent stake in the group with sights for a collective expansion.

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