

Press Release 8 June 2020

New concepts and specials to welcome the summer at the 25hours hotels

We are ready!

And we can't wait to get started: The 25hours hotels in Berlin, Frankfurt, Munich, Hamburg, Cologne, Dusseldorf, Vienna and Zurich are ready to welcome tourists and business travellers with virtually no restrictions, and all destinations have reopened their eateries and restaurants for guests and locals. Coinciding with the anticipated opening of borders between Germany, Austria, Switzerland and France, the Paris hotel will also be welcoming guests from mid-June. There's nothing stopping a delightful city trip to one of our popular destinations over the warmer months. It feels so liberating that this year's summer campaign at the exciting hotels will bear the slogan: HELLO AGAIN! What's more, we've introduced some new features to ensure an even more relaxing stay: a modified hygiene concept, free minibars and a focus on cashless payment.

good things happen when you smile. stay safe. foot bumping is the new handshake. stay safe.
keep your distance, please.
foot bumping is the new handshake. stay safe. good things happen when you smile. stay safe.

this time, things are a bit different.

Naturally, additional hygiene requirements and the advisable rules of conduct will apply at all 25hours hotels and eateries to ensure compliance with local regulations. Although it runs contrary to the 25hours philosophy, everyone is keeping a distance at the hotel these days. Check-in and out will be managed as quickly as possible, and we have introduced a rule that no-one may enter a guest's room uninvited. Rooms will be cleaned and minibars restocked only at the request of our guests. Cleaning frequencies have been increased in public spaces, with a particular focus on switches, buttons, remote controls and door handles. Breakfast service is one of our particular concerns. The 25hours hotels are using guest feedback to adapt presentation and service on a regular basis. The aim is to ensure equal consideration of additional hygiene requirements and the wishes of our guests.

faster, cleaner, cashless.

25hours is focusing on contactless payment in line with the modified hygiene concept. The aim is to introduce standard operating procedures that ensure faster, safer and more hygienic processes in light of the current situation. The 25hours hotels in HafenCity are currently piloting completely cashless service. There are plans to roll out the system at other establishments once the trial phase is complete. "The adjustment does not present any technical difficulties. This has already been demonstrated. But we want to find out whether the guests at our destinations are sufficiently willing to make the switch. Hamburg is the ideal place for us to conduct this kind of experiment: Firstly, we have

come as you are.



restaurants and bars there in addition to the hotels; and secondly, the city attracts a broad variety of target groups”, explains Bruno Marti, Chief Brand Officer at 25hours Hotels.

wish you were beer.

We've also been busy improving our products during the necessarily quieter spring. Effective immediately, all guests will have free use of the room minibars, no matter which rate they booked. Michael End, Managing Director of the 25hours Hotel Company, explains: “We've been giving some thought to how we can make the hotel experience even smoother for our guests. An inclusive minibar is a pleasant surprise and has the added benefit of simplifying check-out as well.” Snacks and drinks are now part of the new basic package. Additional regional delicacies and a range of items for special moments are on sale in the 25hours things shop at every hotel.

hello again.

The 25hours HELLO AGAIN summer campaign is the perfect treat for all fans of city trips. Visitors to any of the thirteen 25hours hotels between 01/06/20 and 31/12/20 will be eligible for a 30% discount on the room price, provided they book at least two nights. The special rates are available for a limited period at the following link: https://www.25hours-hotels.com/en/hello-again?set_language=1591605876

food is coming soon.

The wait is almost over after weeks of closures and the eateries are getting ready to open. NENI, HEIMAT, RIBELLI and PARIS CLUB will welcome their guests in strict compliance with the social distancing, hygiene and conduct rules. Not all of the bars will be able to open. Some locations also require advance bookings. Guests are advised to check the website before visiting one of our establishments.

Press material for all 25hours hotels is available [here](#).

For more information on all of the 25hours hotels, visit: https://www.25hours-hotels.com/en/hotels?set_language=1591605966

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

Press material and images: https://www.25hours-hotels.com/en/company/media/images?set_language=1591605988

About 25hours Hotels

25hours is a young hotel idea characterised by personality and charming yet 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 13 hotels in German-speaking countries as well as one in Paris. There are also more openings scheduled: 25hours Hotel Florence, 25hours Hotel Dubai (2020) and 25hours Hotel Copenhagen (2021). The 25hours Hotel Company formed a strategic alliance with AccorHotels in 2016. Europe's largest hotel group holds a 50 percent stake in the young and dynamic hotel group. Hotel projects around the globe are being jointly pursued.

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