



25h

twenty five hours hotels
come as you are

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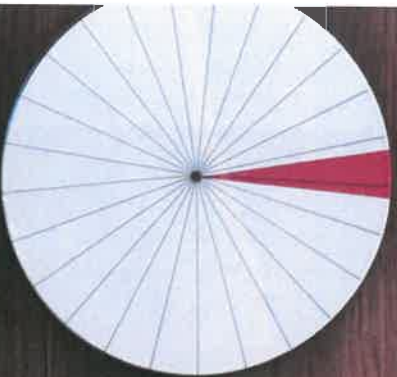
overview

- **initiators & history**
- **essentials**
- **hotels**
- **f&b concepts**
- **friends**
- **expansion**

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initiators & history



25HOURS

24 hours isn't enough



ST. MORITZ

gelbes Ziffern



LMGANO

gespäckigt, Stunden



GENÈVE

charmark Augenblicke



Christoph Hoffmann

Christoph Hoffmann is responsible for the further development and expansion of the 25hours hotel group and its brand. He enthusiastically and courageously evaluates hotel premises and develops with local partners tailored hotel products for nomads, daydreamers and night owls who are looking for a change from the grey city streets. In 2005, Christoph Hoffmann and his partners Kai Hollmann, Ardi Goldman and Stephan Gerhard (Solutions Holding GmbH) founded the 25hours hotel company to expand the already successful 25hours concept which was established in the 25hours number one in 2003 in Hamburg.

initiators

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Kai Hollmann

Kai Hollmann is the director of the Fortune Hotels in Hamburg (Gastwerk Hotel, The George Hotel, Superbuden, 25hours Hotel number one), which are among the most internationally renowned and successful lifestyle hotels in various segments.

Hollmann is a hotelier who learned his trade from scratch. The qualified cook and hotel manager is the proprietor and director of five hotels and was the initiator of the 25hours idea. Hollmann was voted German Hotelier of the Year in 2003 and Hamburg's Entrepreneur of the Year in 2008.

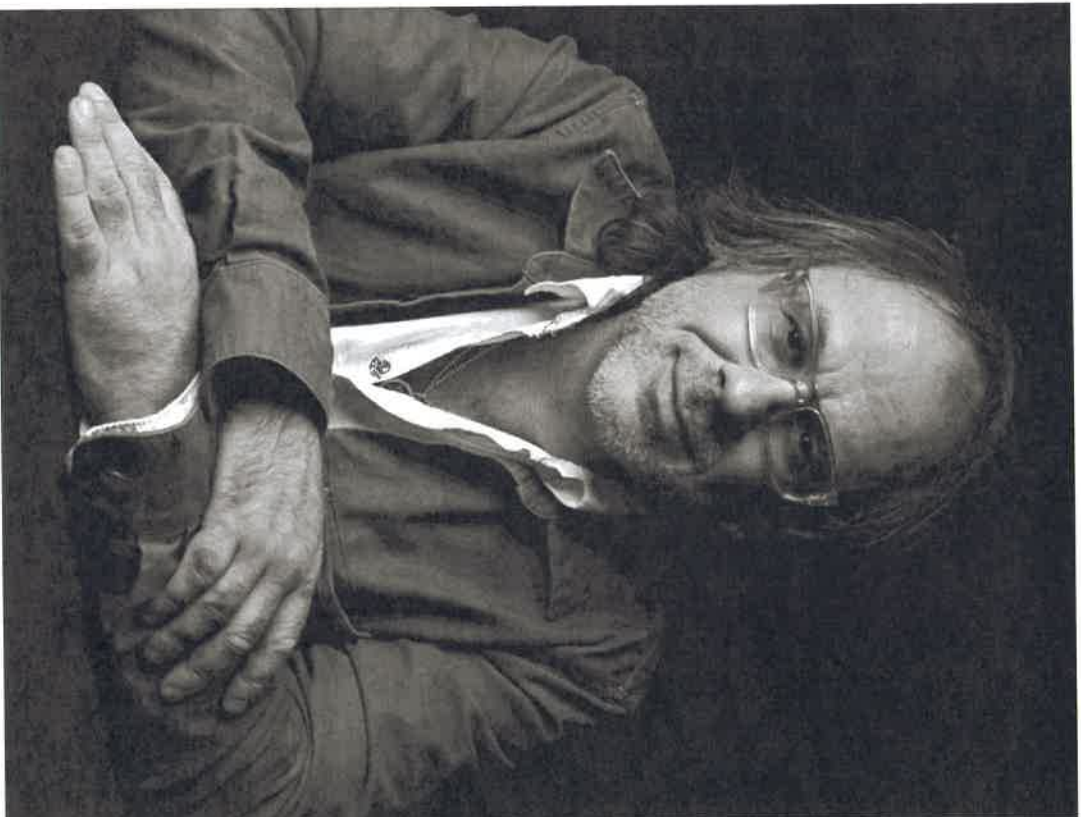


initiators

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Ardi Goldman

Ardi Goldman is known as an orchestrator of city architecture in Frankfurt. With a diverse range of projects, he is always able to create cosmopolitan colour in liveable and endearing architecture and still manages to take end users seriously. As the developer of both Frankfurt hotels, Ardi Goldman is a central figure for 25hours in Frankfurt. Goldman draws his inspiration from urban areas and offers thorough support during the implementation of his ideas. This causes the boundaries to blur between enjoyment, construction, design and art.



initiators

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Stephan Gerhard

The Stuttgart native made good-old Swabian virtues the guiding principle of his corporate activities. He knows the international hotel trade like no other. The Treugast Solutions Group, which he founded in 1985, is one of Europe's leading consultancy corporations in the hotel, hospitality, leisure and tourism sectors. With Solutions Holding, which is one shareholder of the 25hours Hotel Company, Stephan Gerhard works tirelessly as a partner and consultant for 25hours in a future-oriented and promising niche of the hotel industry. In addition he shares his knowledge of the hospitality, as Professor for Hospitality Development at the FHM Schwerin / Baltic College.

initiators

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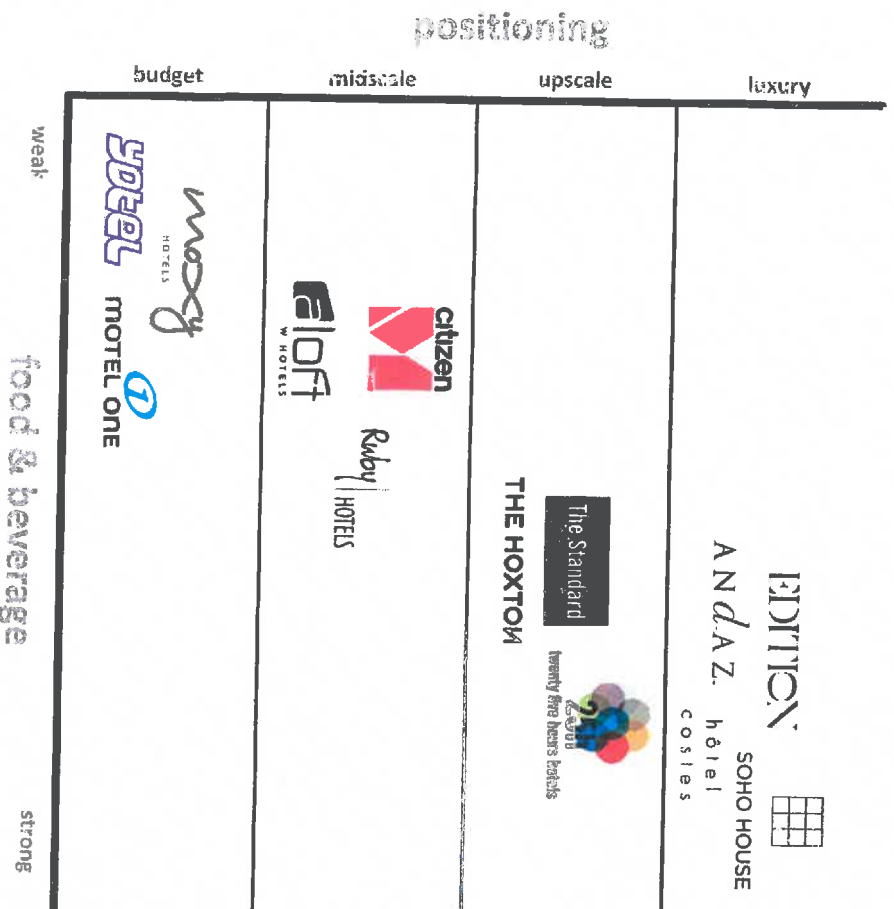


25hours is a fresh and dynamic hotel brand, which builds upon the shoulders of traditional hotel business and searches for new answers to the demands of an urban, cosmopolitan, culturally interested and brand aware audience. 25hours develops and operates individual, made to measure hotels with personality in lively locations. All hotel concepts are based on dynamics, responsibility, service and design, but have individual focal points for each development.

history

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market position



25hours Hotels are design hotels, inspired by the spirit of our times. But design is about more than just looking good and shouldn't be overestimated. Of course, we love brilliantly designed rooms and occasionally exclusive furnishings too, but the story a work of art, a vintage object or a little detail tells, is just as important.

We enjoy gastronomy, which is why it plays such an important role at 25hours. Rather than taking a one-size-fits-all approach, we tailor our food and beverage concepts to each location, focusing on simplicity, generosity and soul.

We see 25hours positioned in the so-called smart luxury segment with a strong food & beverage focus.

almost home.

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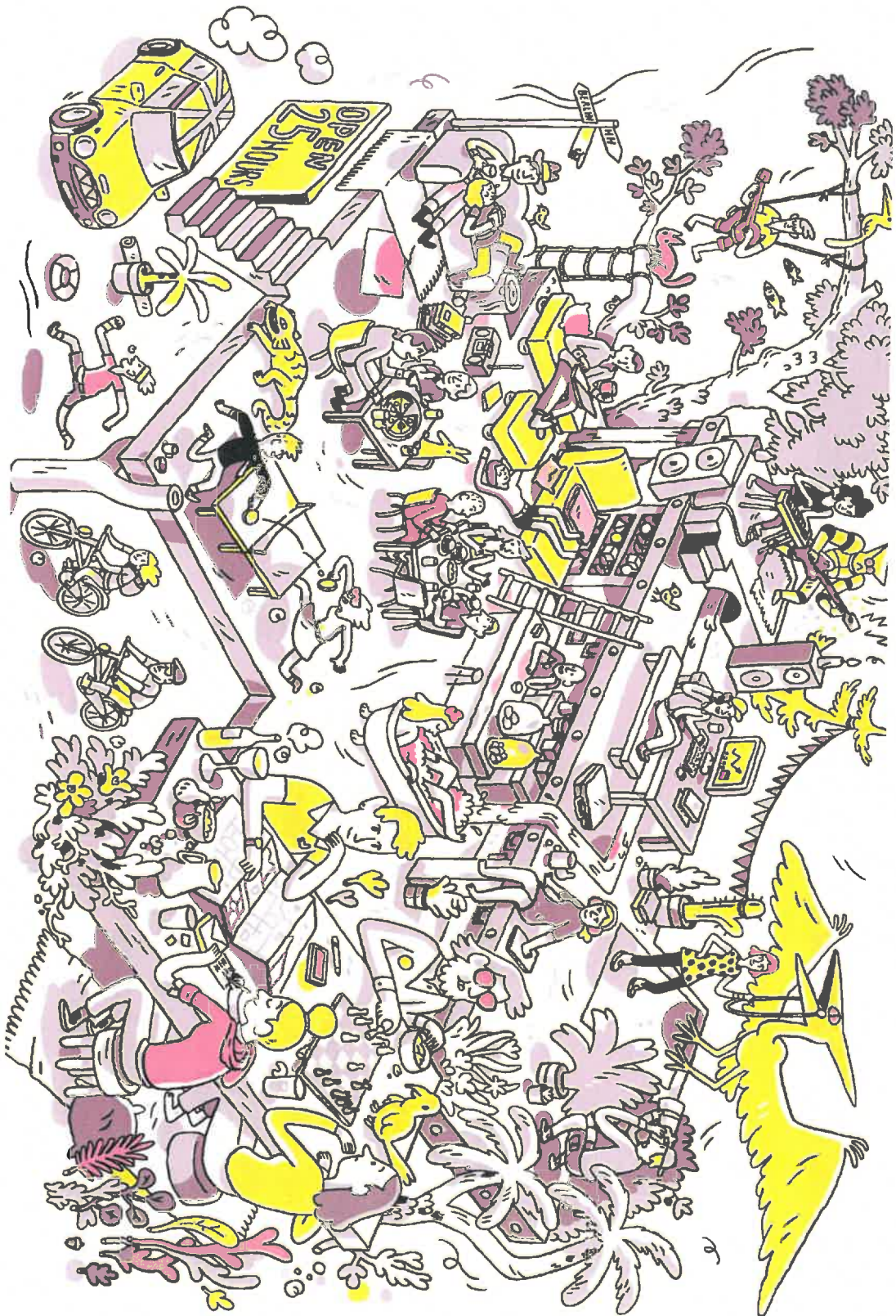
PHOTOS

PHOTOS

PHOTOS
3 MINUTES
24 POSES
9 MEN
€2.



essentials



let's spend the night together.

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fun. adventure. relaxation.

Plenty of hotels offer the security of familiar surroundings. Not us. A 25hours Hotel boasts an unconventional mix of contemporary services. Guests don't just simply stay at a 25hours Hotel, they deliberately choose dynamism, surprise and a touch of adventure. Our hotel is a social hub. A place where international travellers and local guests form a community, entertaining and being entertained.

Since we don't take ourselves too seriously, we believe that our guests deserve to have a bit of fun. Everyone who stays at a 25hours Hotel should leave with a story to tell.



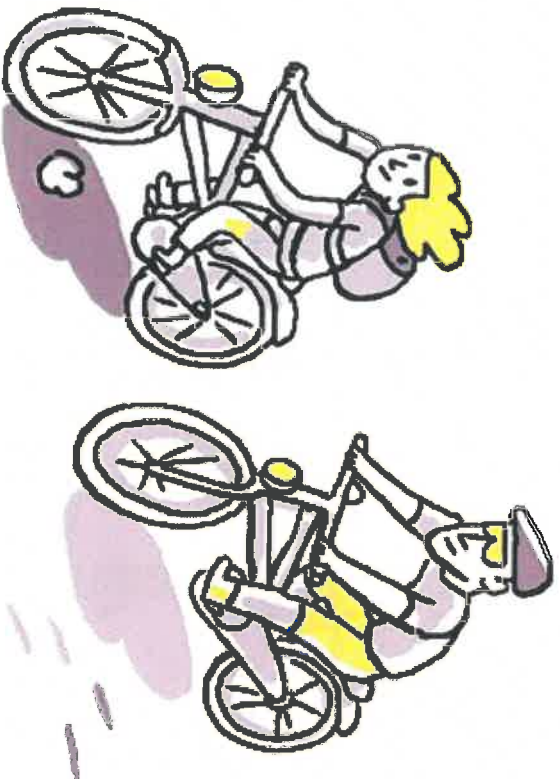
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fun. adventure. relaxation.

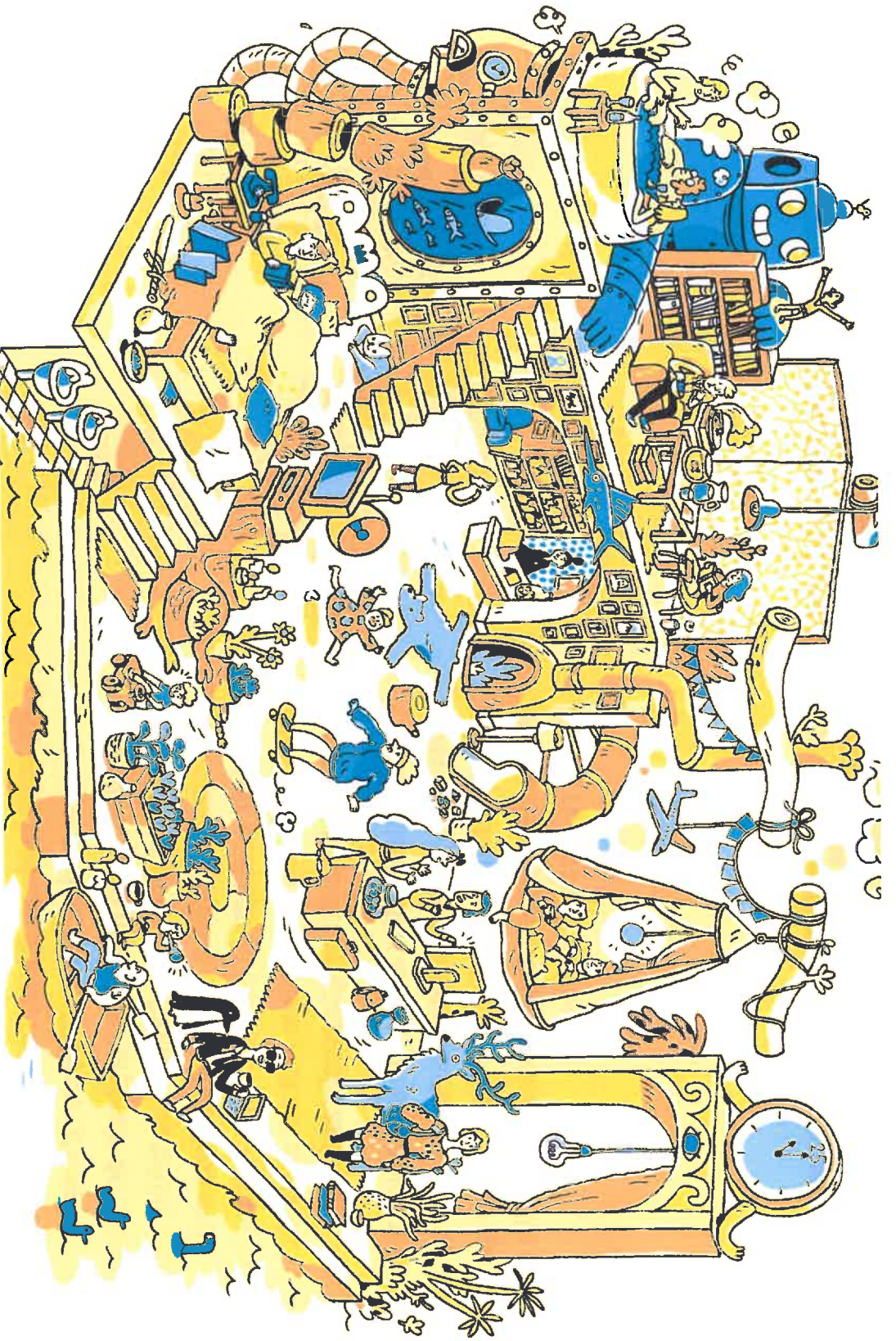
We enjoy food and drinks, which is why both play such an important role at 25hours. It's no coincidence that many key corporate decisions are made over a good meal. Rather than taking a one-size-fits-all approach, we tailor our food and beverage concepts to each location – either by ourselves or in cooperation with our partners – focusing on simplicity, generosity and soul.

Even the most active spirits sometimes get tired, which is why 25hours Hotels, naturally, also have beds and bathrooms of uncompromisingly high quality. Because every guest should leave the hotel feeling relaxed and content.



let's spend the night together.

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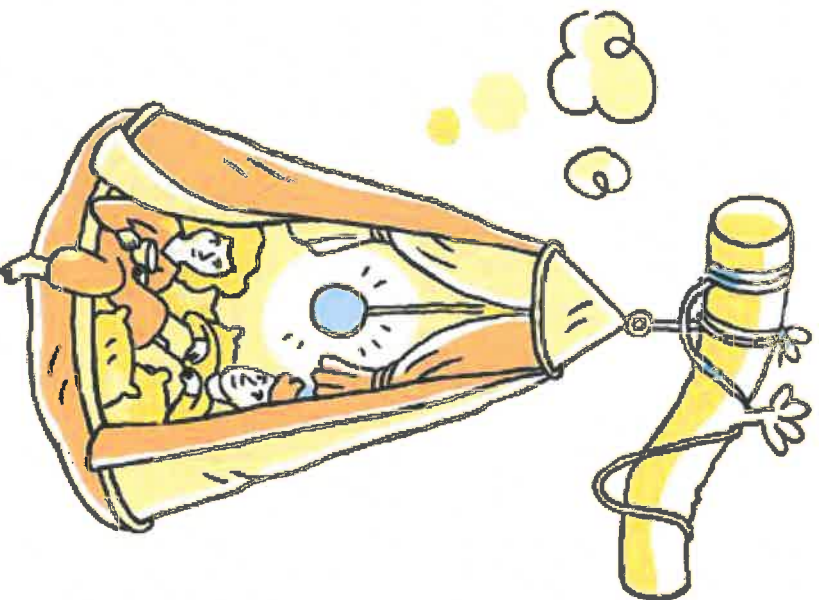
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stories. design. variety.

25hours Hotels are design hotels, inspired by the spirit of our times. But design is about more than just looking good and shouldn't be overestimated. Of course, we love brilliantly designed rooms and occasionally exclusive furnishings, too, but the story, a work of art, a vintage object or a little detail tells, is just as important. Sometimes we like to be adventurous, sometimes romantic, but always cosy.

With such a diverse range of designs, it's hardly surprising that almost every visit to one of our hotels brings a new and interesting discovery. Guests should be constantly surprised, reaching for their camera to share their impressions with family and friends. Because our guests' stories are our stories.



almost home.

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stories. design. variety.

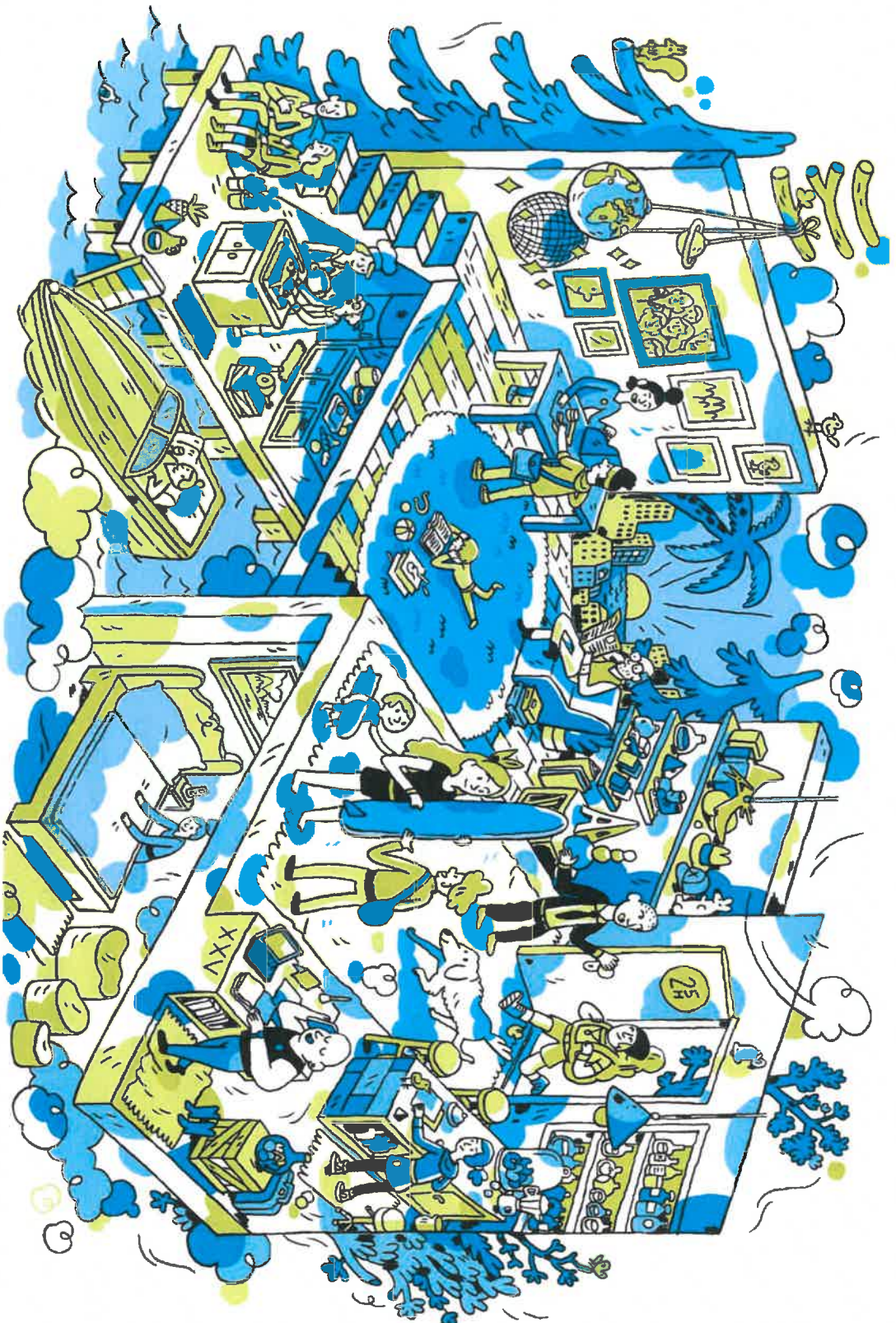
25hours Hotels are not showrooms. They are for loving, living and lounging around. A crucial part is played by the public areas, which cater to the needs of our guests according to the time of day. These form the heart of the hotel, a workplace for urban nomads, a marketplace for commodities and a starting point for expeditions into the city. Elegant simplicity is not what we stand for. We believe that more is more.

In order to continuously find new inspiration, we like nothing more than to work with different designers, artists and other creative minds. Sometimes we also bring people together who at first don't seem to be compatible. And, last but not least: while our product may not be to everyone's taste, it should at least be inspiring and never boring.



almost home.

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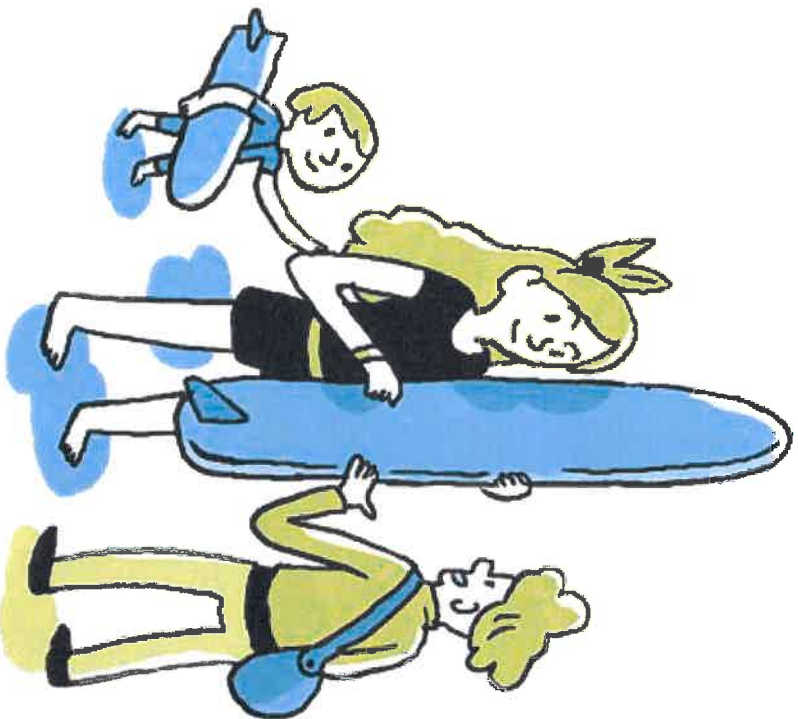
real place, real people.

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democracy. curiosity. adventure.

25hours is democratic and tolerant. We welcome anyone with a sense of curiosity and a spirit of adventure. We gladly open our world to those who open theirs. We don't believe the customer is king but should, instead, feel like a guest at home with friends.

In the 21st century, no one any longer needs a particular reason to travel. Professional and private lives merge, just as work and leisure do. 25hours Hotels are designed to cater to these hybrid guest requirements.



come as you are.

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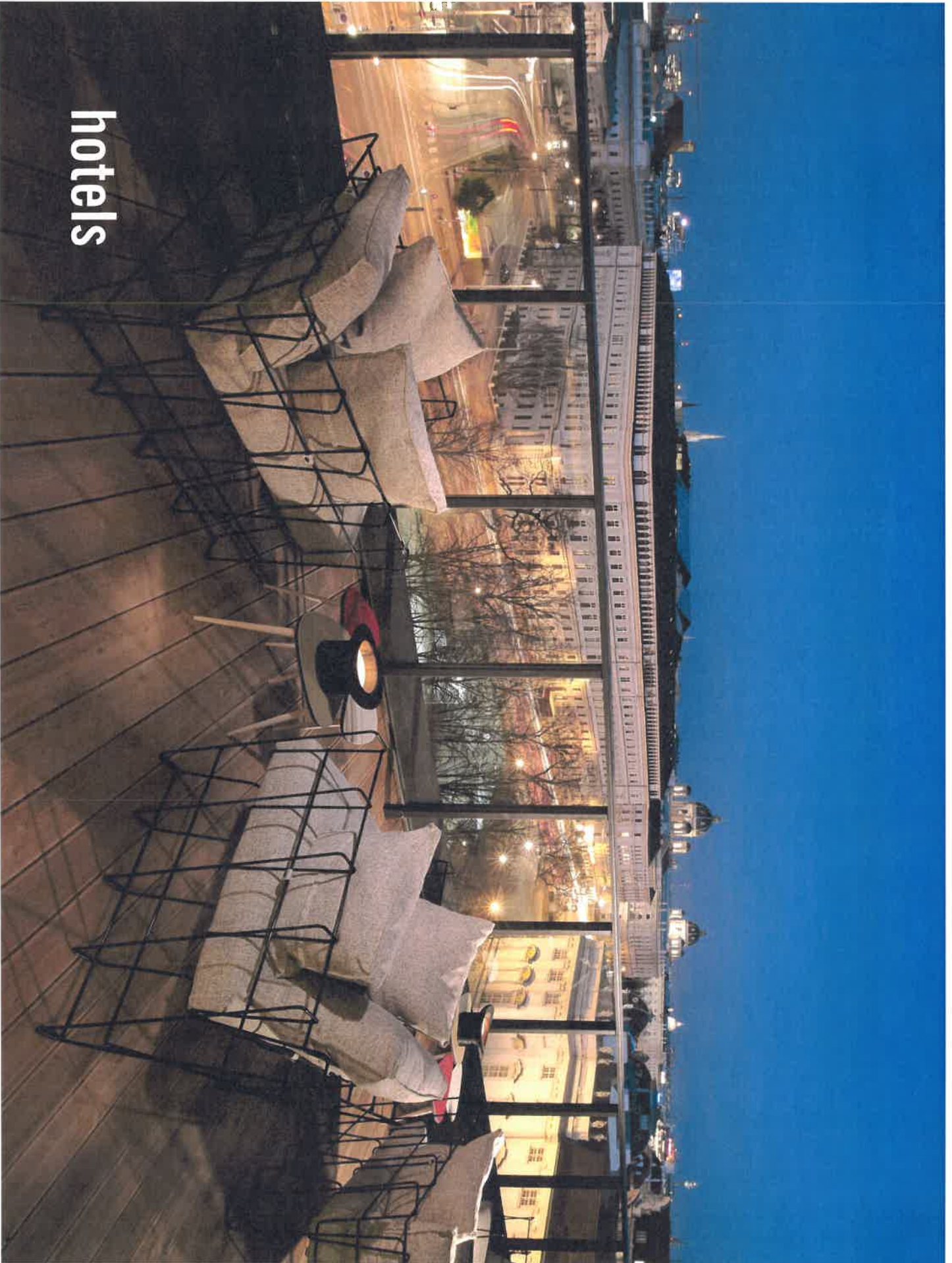
professionalism. personality. quality.

The staff at 25hours is professional, sociable, dedicated and empathetic. Staff with personality and interests outside of their work strengthen our product profile. We don't want service robots. Human contact cannot be standardised. We allow our staff to communicate freely and directly with guests, to treat everyone they meet individually and with pleasure. Yet our casual tone and relaxed attitude should not detract from the fact that good manners and professional expertise are a must.



real place, real people.

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hotels



25h / number one

- **hamburg**
- **128 rooms**
- **opening - november 2003**
- **retro-look**
- **25hours guesthouse**

- **landlord - kai hollmann**
- **development type - conversion**
- **operating contract - lease**



you're my n°1.

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you're my n°1.

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25h / the goldman

- frankfurt
- 98 rooms
- opening - december 2006
- eclectic design
- heroes & personalities
- landlords - ardi goldman & ronny r. weiner
- development type - conversion
- operating contract - lease

my concept is you.

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my concept is you.

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25h / by levi's

- **frankfurt**
- **76 rooms**
- **opening - september 2008**
- **denim & fashion**
- **landlords - ardi goldman & ronny r. weiner**
- **development type - conversion**
- **operating contract - lease**



you are the best of both worlds.

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25h / at museumsquartier

- **vienna**
- **217 rooms & suites**
- **opening - march 2011**
- **circus & spectacle**
- **landlords - jp immobilien & wertinvest**
- **development type - conversion**
- **operating contract - lease**

We are all mad here.

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25h / hafencity

- hamburg
- 170 rooms
- opening - july 2011
- sailor's home
- developers - **groß & partner, sns property finance & ing real estate**
- landlord - **hines**
- development type - **greenfield**
- operating contract - **lease**

a girl in every port.

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25h / zurich west

- zurich
- 126 rooms
- opening - november 2012
- the smile of my hometown
- developer - halter ag
- landlord - credit suisse
- development type - greenfield
- operating contract - lease

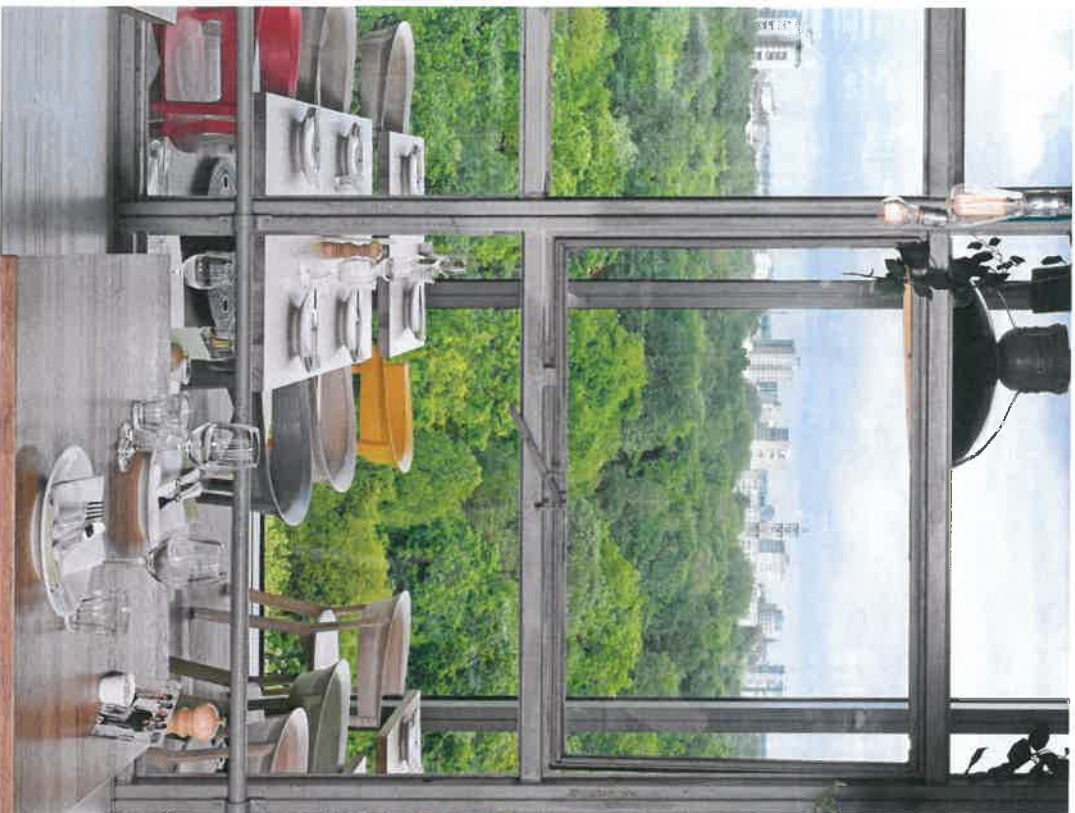
go west.

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go west.

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25h / bikini berlin

- **berlin**
- **149 rooms**
- **opening - january 2014**
- **urban jungle**
- **landlord - schörghuber unternehmensgruppe**
- **development type - conversion**
- **operating contract - lease**

we love bikini.

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we love bikini.

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25h / altes hafenamt

- **hamburg**
- **49 rooms**
- **opening - march 2016**
- **old harbour master**
- **landlord - groß & partner,
kai hollmann**
- **development type - conversion**
- **operating contract - lease**

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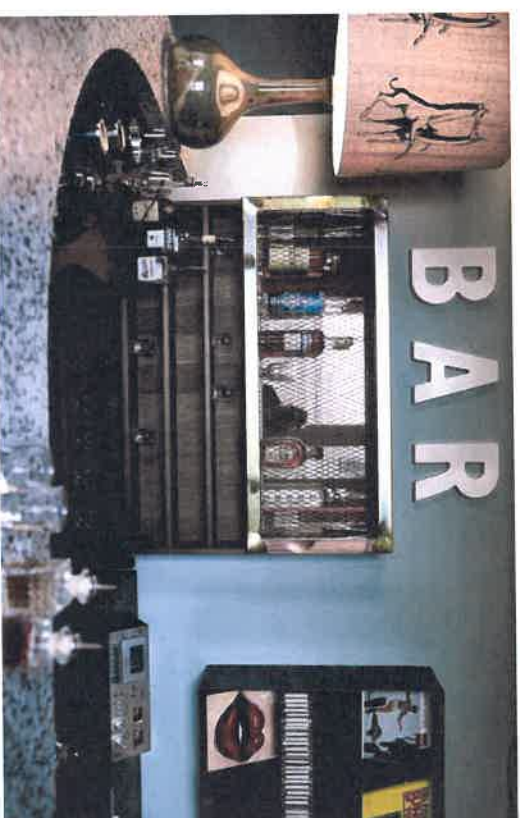
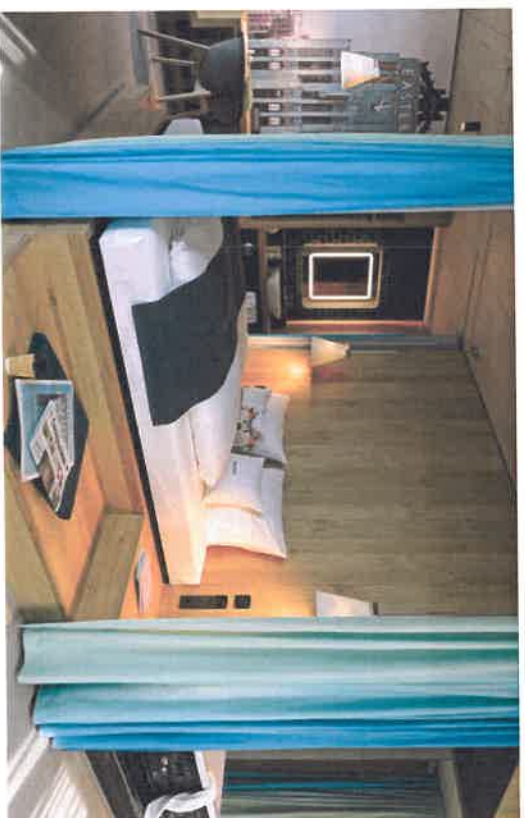


25h / zurich langstrasse

- zurich
- 170 rooms
- opening - april 2017
- pocket universe
- landlord - sbh
- development type - greenfield
- operating contract - lease

the new kid in town.

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the new kid in town.

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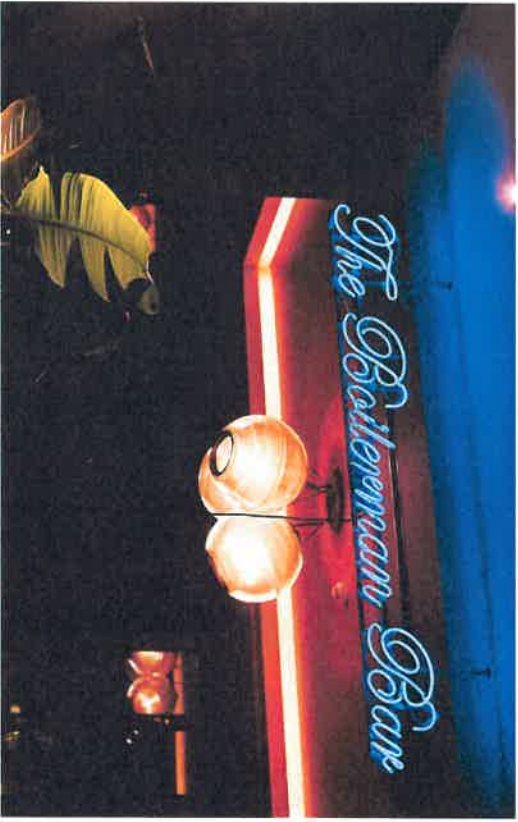
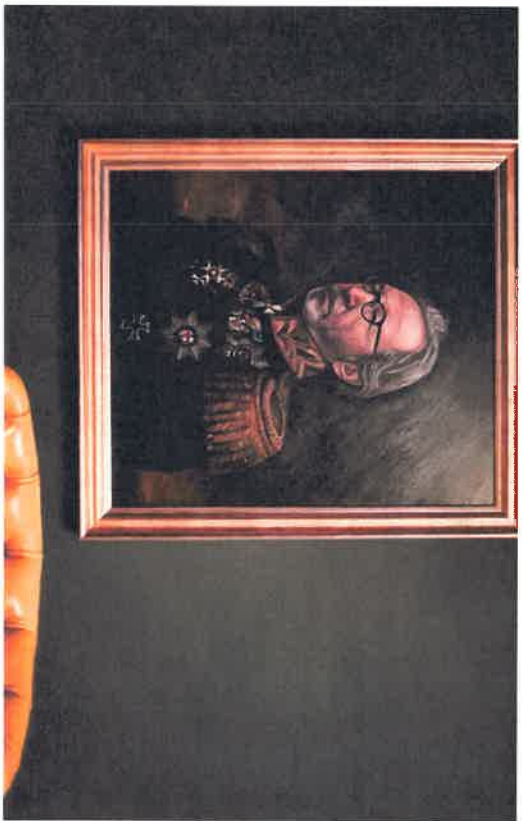


25h / the royal bavarian

- **munich**
- **165 rooms**
- **opening - november 2017**
- **royal bavarian**
- **developer - freo / tristan capital**
- **landlord - inka**
- **development type - conversion**
- **operating contract - lease**

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pipeline

- dusseldorf
- 198 rooms
- opening - may 2018
- landlord - ece
- development type - greenfield
- operating contract - lease

the adventure begins... tomorrow.

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pipeline

- **cologne**
- **207 rooms**
- **opening - june 2018**
- **landlord - immofinanz**
- **development type - conversion**
- **operating contract - lease**

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pipeline

- **paris**
- **236 rooms**
- **opening - july 2018**
- **landlord - huakee group**
- **development type - rebranding**
- **operating contract - management**



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pipeline

- **florence**
- **171 rooms**
- **opening - april 2020**
- **landlord - art-invest**
- **development type - conversion**
- **operating contract - lease**

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pipeline

- **dubai**
- **434 rooms**
- **opening - april 2020**
- **landlord - dubai world trade center**
- **development type - greenfield**
- **operating contract - manchise**

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gastronomic concepts

- third place
- hot spot for locals
- relaxed atmosphere



NEW!

at the twenty five hours hotel

burger de ville
by twenty five hours hotels



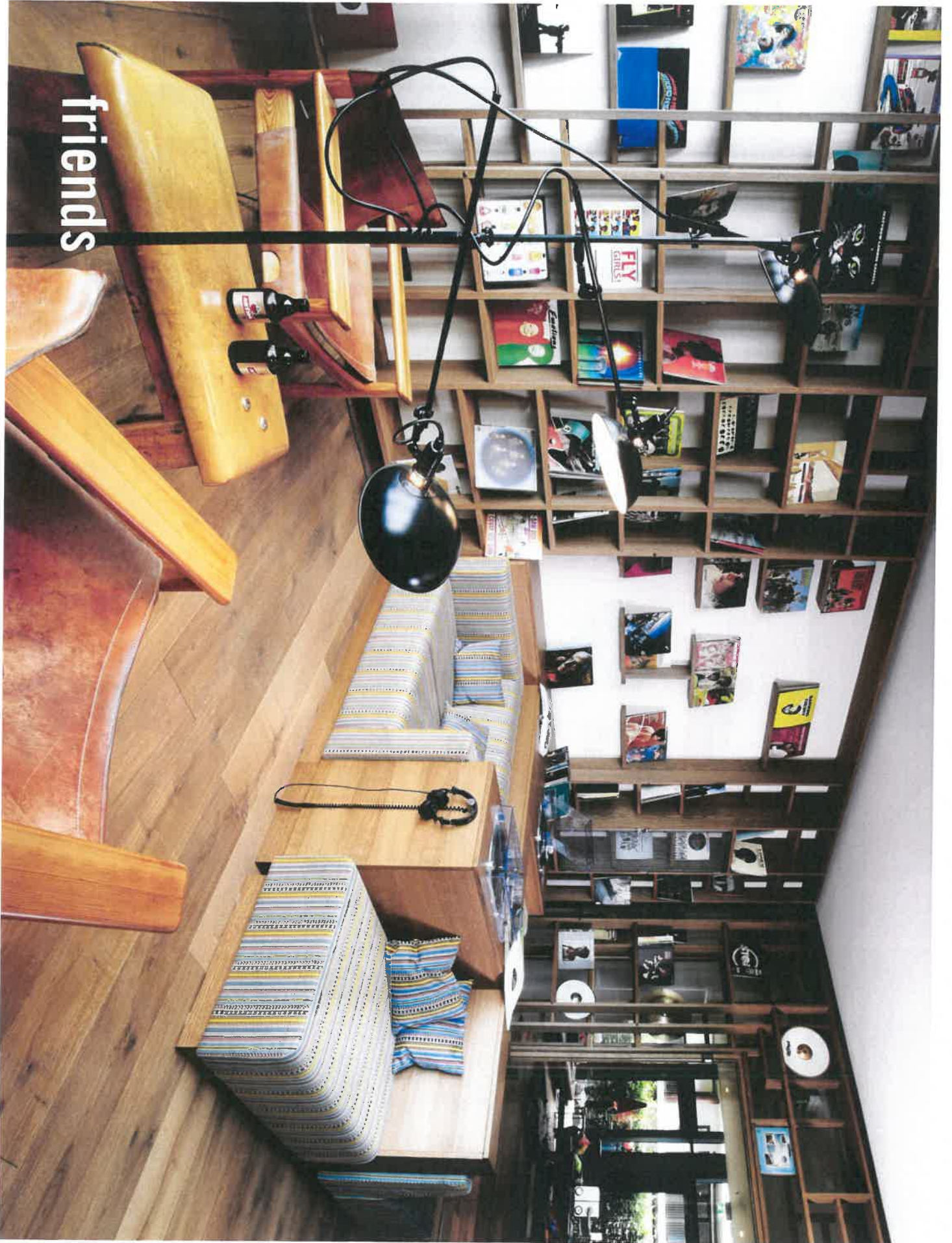
HIGHBALLS AND MUSIC
**The
Boilerman Bar**

**MONKEY
BAR**
1500
FOODMAKERS

HEIMAT
KÜCHE + BAR
ENTSPANNTES GASTRONOMIE
SEIT 2011

work hard, stay calm & have a burger.

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friends

friends



schindelhauer



samova.

TASCHEN



VIVA CON AGUA

mare

gestalten

CLOSED

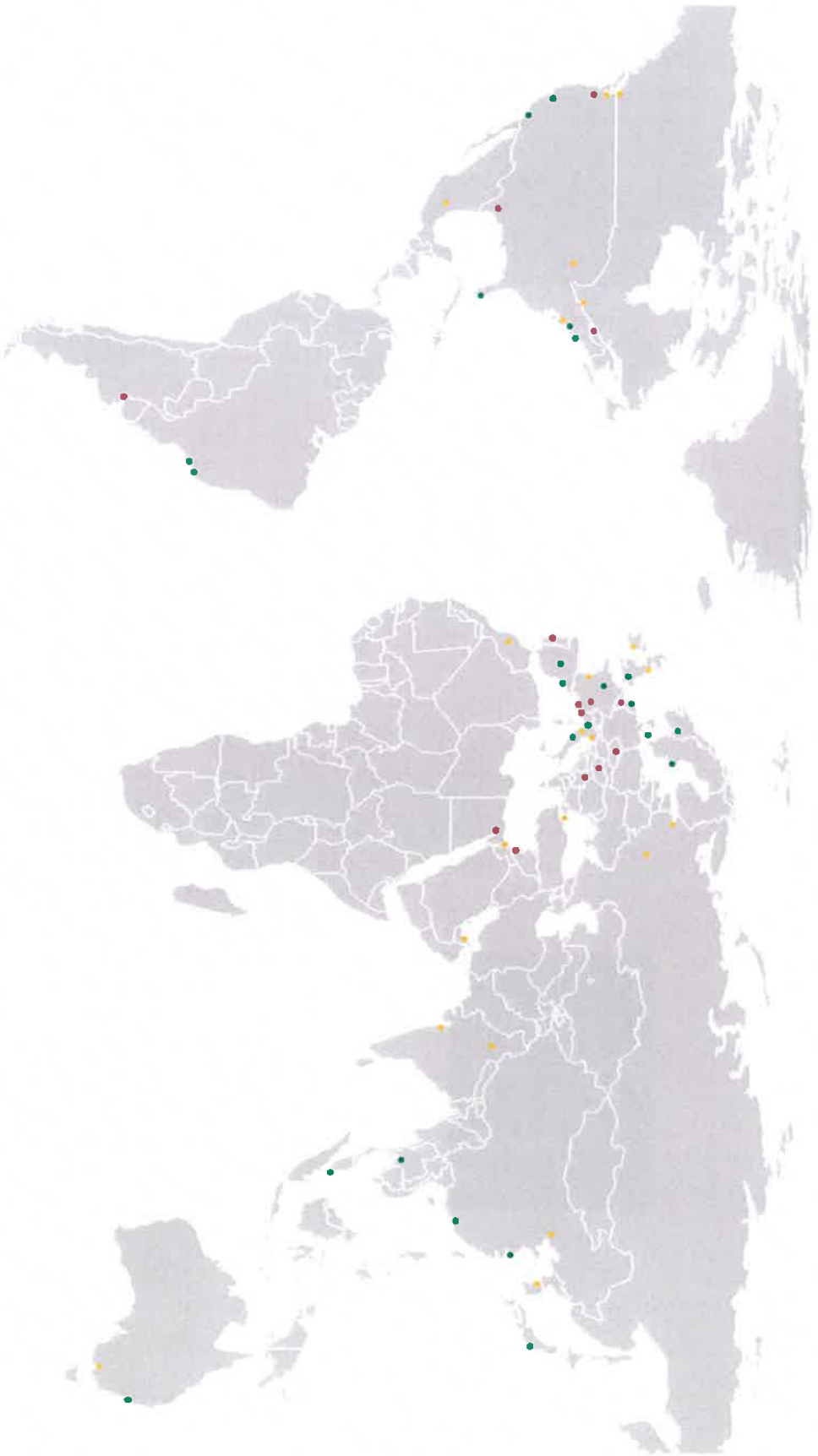


STOP
THE WATER
WHILE
USING ME!



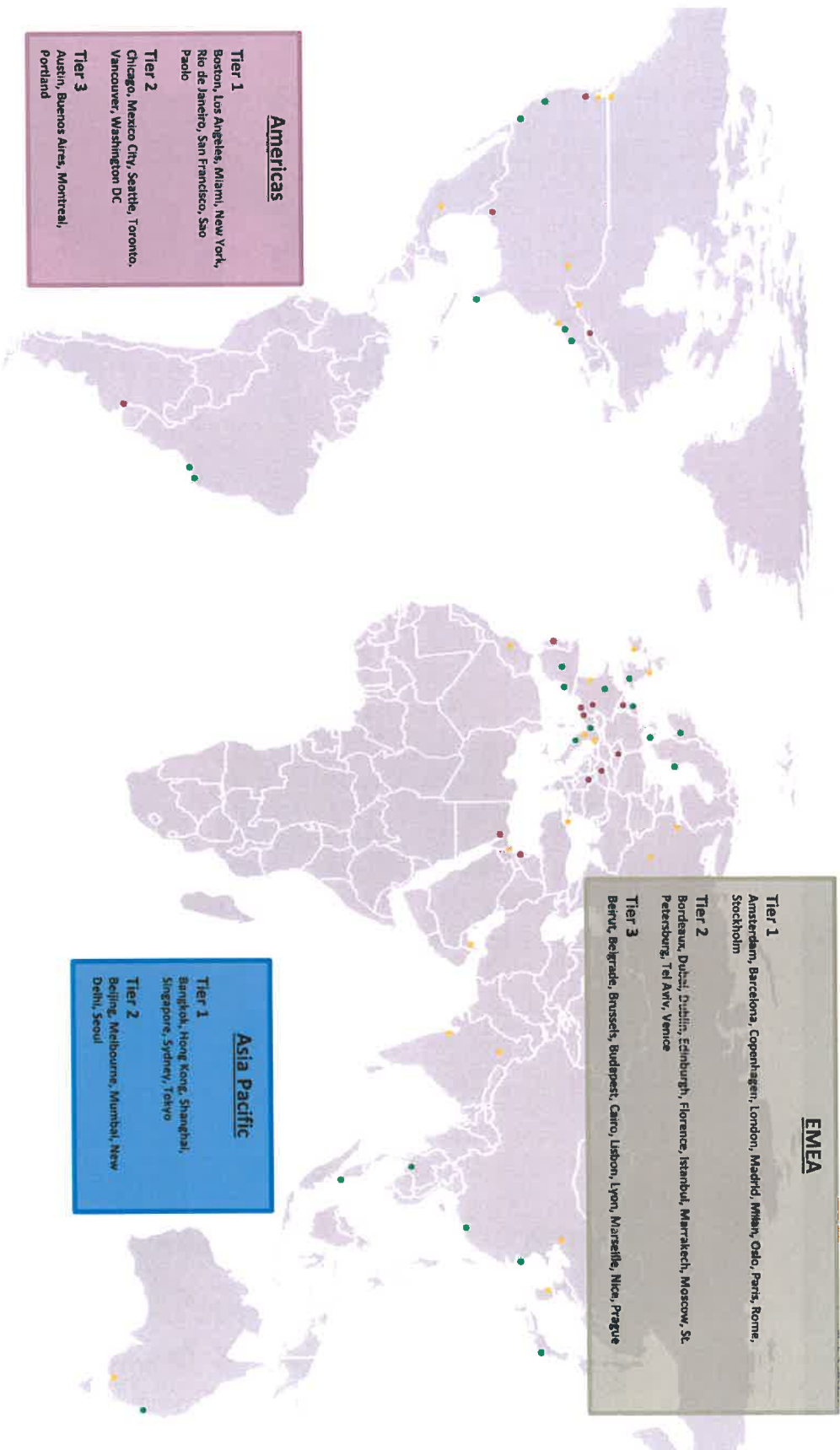
you made my day.

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expansion

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Americas

- Tier 1**
 Boston, Los Angeles, Miami, New York,
 Rio de Janeiro, San Francisco, Sao
 Paulo
- Tier 2**
 Chicago, Mexico City, Seattle, Toronto,
 Vancouver, Washington DC
- Tier 3**
 Austin, Buenos Aires, Montreal,
 Portland

EMEA

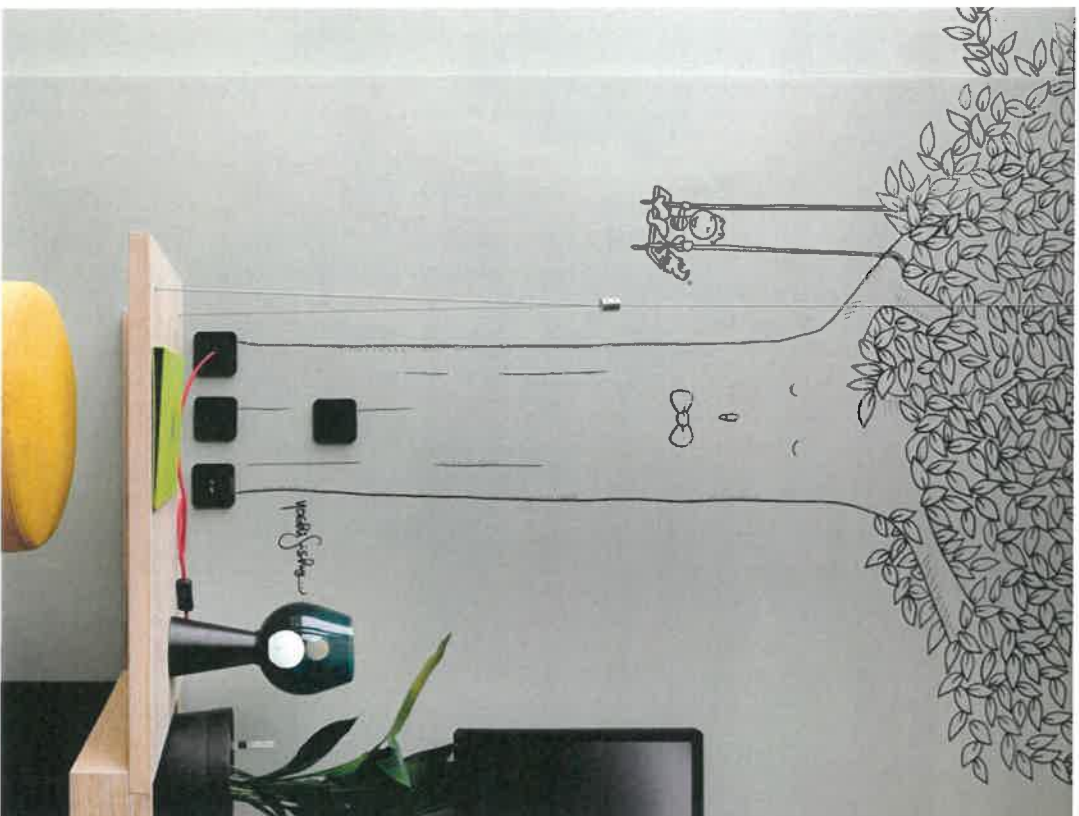
- Tier 1**
 Amsterdam, Barcelona, Copenhagen, London, Madrid, Milan, Oslo, Paris, Rome,
 Stockholm
- Tier 2**
 Bordeaux, Dubai, Dublin, Edinburgh, Florence, Istanbul, Marrakech, Moscow, St.
 Petersburg, Tel Aviv, Venice
- Tier 3**
 Beirut, Belgrade, Brussels, Budapest, Cairo, Lisbon, Lyon, Marseille, Nice, Prague

Asia Pacific

- Tier 1**
 Bangkok, Hong Kong, Shanghai,
 Singapore, Sydney, Tokyo
- Tier 2**
 Beijing, Melbourne, Mumbai, New
 Delhi, Seoul

the world isn't enough.

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location

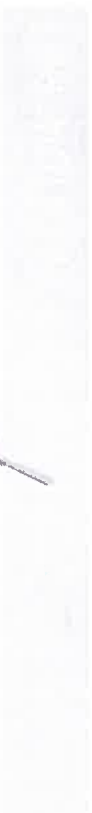
sought after features:

- **lively micro-location**
- **urban feeling (restaurants, bar, nightlife)**
- **high visibility**
- **proximity of demand generators**
- **vicinity to public transportation stops**
- **very good accessibility by car**

not of interest:

- **airports**
- **trade fairs**
- **business districts**
- **exhibition centre**

the world is not enough.



development types & size

- **greenfield**
- **brownfield**
- **conversions**
- **re-branding**
- **100 to 250 rooms**
- **24 to 28 sq m net room size**
- **four main room types (M, L, XL, Supersuite)**
- **50 to 70 sq m total GFA per room**

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features

must haves:

- lobby
- restaurant(s)
- bar
- living room
- kiosk
- fitness
- wellbeing

nice to have:

- meeting rooms
- worklabs
- pool
- car park

the world is not enough.



24 hours isn't enough.

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