

## MEDIA INFORMATION

### Hamburg's booming hotel market: new concepts in 2018

Hamburg, 05 March 2018 (HHT) – **Opened but a year ago, the Elbphilharmonie Hamburg has proven to be a true magnet for visitors from near and far: in 2017, the number of overnight stays in Hamburg increased by almost four percent when compared to the preceding year. The BBC recently published a list of the world's eight most accomplished buildings in 2017, and of course Hamburg's new concert hall is one of them. Other international media, such as Lonely Planet and the LA Times, celebrate Hamburg as one of the most exciting travel destinations worldwide. Today, Hamburg offers a highly attractive and, above all, original and innovative hotel landscape. And from spring 2018, several hotel projects will be added to Hamburg's list of star-studded hotels: The Fontenay, the GINN Hotel and the TORTUE Hamburg as well as the JUFA and the PIERDREI in the Hafencity Hamburg district – and all of these excel with their innovative concepts. To learn more about hotels in Hamburg, please visit [www.hamburg-travel.com](http://www.hamburg-travel.com).**

#### **The Fontenay: Hamburg's new luxury hotel directly on the Alster Lake**

The 131 rooms and suites of this new 5-star superior hotel at a privileged location on the Alster have now been completed and are waiting for the first guests to arrive: in late March, **Hamburg's newest luxury hotel** will be officially opened by developer/contractor Klaus-Michael Kühne. Created by Hamburg star architect Jan Störmer, The Fontenay is a striking building with an almost sculptural design. The first eye-catcher awaits guests in the driveway with the elegant *Himmelsspiegel* well that reflects the sky, clouds and trees. It comprises 2,200 granite blocks and has a diameter of more than 13 metres. The next wow effect is likely to be the 27-metre atrium with its satinised, softly illuminated glass panels. The gourmet restaurant on the 8th floor, the adjoining terrace with a stunning view of the Alster Lake and the 1000m<sup>2</sup> rooftop spa with a 20-metre indoor/outdoor pool certainly add to ensuring an excellent guest experience. Little wonder that The Fontenay has been included in the list of Leading Hotels of the World even prior to its opening.

#### **TORTUE Hamburg: savoir-vivre in the heart of the city centre**

This spring will also see the opening of the TORTUE (French for turtle), adding a **touch of savoir-vivre** from the days of Napoleon Bonaparte. With 126 rooms and a floor space of 8,500m<sup>2</sup>, this hotel project, realised within a historic building at Stadthausbrücke, is tailored to the needs of international guests – who are invited to immerse themselves in the world of TORTUE, a world that celebrates time. Hotel director Anne-Marie Bauer explains: “time to focus the mind on what is really important, to enjoy the small things and to discover new perspectives on life – time to rest and reflect.” The interior was designed by e.g. Kate Hume, Joyce Wand and Stephen William Associates as well as David

Chipperfield Architects. The minds behind this hotel project promise an unparalleled synthesis of culinary delights, hospitality, events, and nightlife.

### **The GINN Hotel Hamburg Elbspeicher: fantastic view of Hamburg's port**

Situated directly on the River Elbe at Grosse Elbstrasse, the GINN Hotel Hamburg Elbspeicher with its 132 rooms and suites is now nearing completion. With this new 4-star design and lifestyle hotel, the **GOLD INN hotel group** intends to establish its new GINN brand in Hamburg. Based on an entirely new hotel concept, the rooms have an airy loft feel about them, with exposed steel beams, floor-to-ceiling windows and historic ceilings, while an RFID locking system allows guests to check in and check out 24/7, regardless of whether the hotel reception is staffed or not. This latest addition to the GOLD INN hotel group is characterised by a combination of home-style cosiness, state-of-the-art multimedia technology, and sustainability. This is reflected not only in the choice of materials used, but also in the hotel's **culinary approach** that is focused on seasonal and regional produce. And, finally, let's not forget the fantastic view of the River Elbe and Hamburg's port.

### **my4walls: serviced apartments in the City Nord office district**

In October 2017, the 4-star business and conference hotel Holiday Inn opened in City Nord's tallest building. This spring, the twelve-storey apartment building "my4walls" will be launched diagonally across the street. The 143 serviced apartments vary between 25 and 32m<sup>2</sup> in size, and the furnishing is aimed at combining design and functionality – with open kitchens, floor-level showers, furniture in 1960s retro style and smart control for lighting and music systems. With the nearby Holiday Inn, this new building project may trigger synergies such as a shared shuttle service to Hamburg Airport. What is more, the Holiday Inn's restaurant and spa facilities will also be open to guests of "my4walls".

### **JUFA: Hamburg's first family hotel in the HafenCity district**

Accommodating **city travellers and families** alike, the new child-friendly JUFA Hotel will open its gates this spring. Located in the heart of the HafenCity Hamburg district, this hotel offers special family packages, buggy rental, indoor play areas as well as excellent outdoor facilities for children. Rooms are equipped with amenities such as baby cots, additional couches, and connecting doors between rooms. The JUFA also offers pram rental and a bike base, enabling guests to enjoy a pleasant stay while also exploring the city in the most convenient way.

### **PIERDREI: a Hamburg hotel for locals and guests alike**

There are more than 300 hotels in Hamburg, and the majority of these are visited by non-locals only and are largely unknown to Hamburg's residents. And yet it doesn't have to be that way, which has been demonstrated by a number of cities around the world, where well-managed hotels perceive themselves as a joint habitat of locals and guests to the city. This is exactly what PIERDREI intends to be: a living room for Hamburg residents and a guest room for visitors. The perfect home, where people from near and far, young and old, get together in the heart of the HafenCity district – a quarter of town that is still foreign to many of Hamburg's locals but has

long been one of the city's most important attractions. From late 2018, the PIERDREI will serve as the heart of this young, growing district.

### **Easy booking, with the Hamburg experts of Hamburg Tourismus**

Most of the Hamburg hotels can be booked conveniently at [www.hamburg-tourismus.de/hotel](http://www.hamburg-tourismus.de/hotel) or by calling **our hotline at +49 40 300 51 701**. The Hamburg experts at Hamburg Tourismus will be happy to advise you and share their insider tips with you.

### **More Hamburg:**

Many more Hamburg tips for download or online at the following websites:

- HHT website: [www.hamburg-travel.com](http://www.hamburg-travel.com)
- Hamburg CARD: [www.hamburg-travel.com/search-book/hamburg-card/](http://www.hamburg-travel.com/search-book/hamburg-card/)
- Calendar of events: [www.hamburg-travel.com/experience/events/](http://www.hamburg-travel.com/experience/events/)
- Hamburg App: [www.hamburg-travel.com/info/mobile-offers/hamburg-app-7/](http://www.hamburg-travel.com/info/mobile-offers/hamburg-app-7/)

### **Media service:**

- More information about Hamburg, more topics and hints: [www.marketing.hamburg.de/press-service.html](http://www.marketing.hamburg.de/press-service.html)
- Additional royalty-free pictures are available at [www.marketing.hamburg.de/mediaserver\\_en.html](http://www.marketing.hamburg.de/mediaserver_en.html)

### **Media contact:**

#### **Hamburg Tourismus GmbH**

Florian Schleinig

Media Relations

Wexstrasse 7, D-20355 Hamburg

Tel: +49-40-300-51-495

Fax: +49-40-300-51-220

E-mail: [schleinig@hamburg-tourismus.de](mailto:schleinig@hamburg-tourismus.de)

Web: [www.hamburg-tourismus.de](http://www.hamburg-tourismus.de)