



**MOIN MOIN.**

**BERLIN Schöneberg**

201 beds

**BERLIN Kreuzberg**

331 beds

**BERLIN Kreuzberg**

60 beds

**BERLIN Center**

330 beds

**MUNICH Center**

383 beds

**Cologne Center**

165 beds

**LONDON Center**

286 beds

**VIENNA Center**

210 beds

**HAMBURG Center**

517 beds

**COMING SOON**

**BERLIN Central Station**

864 beds

**BERLIN Center**

510 beds

**FRANKFURT Center**

380 beds

**BERLIN Brandenburg**

**International Airport BBI**

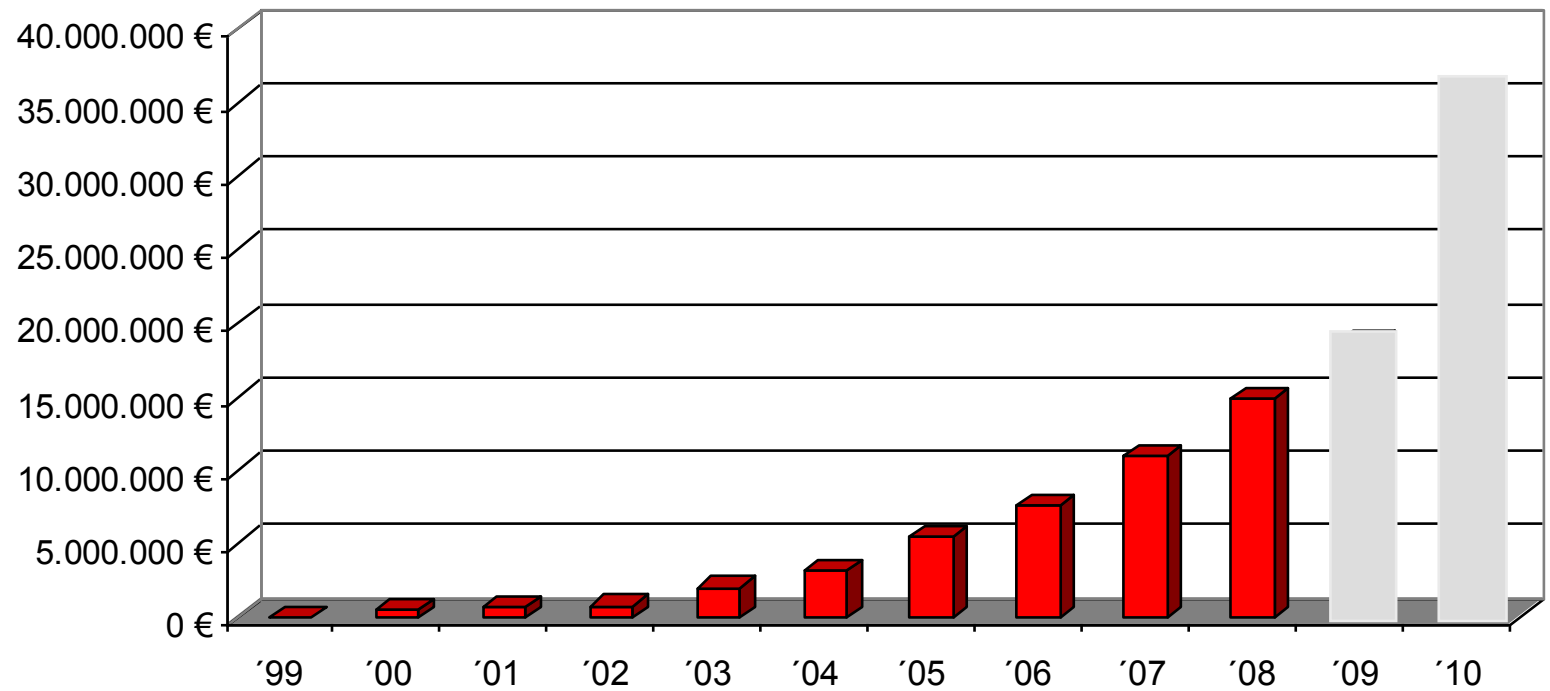
360 beds

**Frankfurt Gateway Gardens**

340 beds



## Turnover of MEININGER Group



## Benchmarks

Hotel consulting groups have certified MEININGER's best practices:

- highest rev par in the segment of budget hotels above 60 €
- unambiguous benchmark performance of the group with an 82 % occupancy
- one of Germany's fastest-growing hotel groups
- Treugast Investment ranking 2008: "shooting star of the year"



## Strategic marks of MEININGER as a product

- central city location (if you book MEININGER you will always sleep centrally!)
- good quality
- good price (always among the 10% of most affordable local hotel suppliers)



## Combining the factors for success from various concepts



### HOSTEL

- focus on young travellers
- community feel, social exchange
- many international travellers
- central city location
- basic, also for furnishings
- sale per bed



### MEININGER

- very broad target group orientation
- guest-rooms: individuality/  
communal spaces: social interface
- domestic and international visitors
- central city location
- high degree of surface rendering
- flexible room and beds structure

### HOTEL

- focus on business and frequent individual travellers
- Individuality
- mainly domestic travellers
- central city locations and environs
- dependent on category
- sale by room

**A NEW CLAIM ...**

# The urban traveller's home.



**We lodge you**

**Enterstayment**

**All you can sleep**

**The Smartotel**

**Hereininger**

**The place to stay**

**Comfortissimo**

**Simply bedder**

*Variations and developing steps*

# ... THAT SAYS WHO WE ARE.

**The**

**urban**

city and central

flexible  
lively  
busy

**traveller's**

as one or more

community  
exchange  
come together

**home.**

hostel and hotel

comfy  
feels safe  
feels informal



**MEININGER**  
The urban traveller's home.

A NEW LOGO. A STRONG BRAND FOR THE FUTURE.