

Press Release

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MEININGER has signed a contract for a new hotel in Heidelberg

Berlin, October 2016

MEININGER Hotels and Hirtotani Projektgesellschaft mbH have signed a contract for a new hotel in Heidelberg.

The hotel will be located at the Carl-Benz-street 4-6 close to the central station.

The opening of the first MEININGER hotel in Heidelberg is planned for the beginning of 2019 with a lease term of 20 years. The new hotel will offer 336 beds in 100 rooms on 5 floors.

The old town and center is fast and easily accessible due to the walking friendly location close to central station and the excellent public transport connections. Within immediate proximity is the new district Bahnstadt with its numerous shopping possibilities.

Hannes Spanring, CEO of the MEININGER Group says: "We are very happy that we will open our new MEININGER hotel in such history-charged city. Especially with regard to the international meaning as university town is this location an outstanding addition not only to the MEININGER portfolio but as well for the entire Holidaybreak group."

About MEININGER hotels

MEININGER is a subsidiary of Holidaybreak Ltd, a travel group specialising in educational and activity holidays. Holidaybreak Ltd is a subsidiary of Prometheon Holdings (UK) Ltd, which is a part of Cox & Kings Ltd. Cox & Kings Ltd is listed on the National Stock Exchange, the BSE Ltd and also on the Luxembourg Stock Exchange.

MEININGER is a unique hotel product that combines the service and comfort of an international budget hotel with extra facilities, such as a guest kitchen and a games zone. The central location, high quality furnishings and fair prices appeal to people of all ages and backgrounds. With the right dose of MEININGER humour and an enthusiastic team, MEININGER hotels with their guests from all over the world become a real home from home.

The bedrooms range from traditional double rooms through private rooms with multiple beds right down to a bed in a dorm room. The hotels are tailored and adapted to the specific location and the market served by the hotel. The unique and flexible design of each hotel makes it possible to appeal to various target groups alike, such as school groups, families, individual travellers and corporate guests.

MEININGER currently operates 16 low budget hotels in Europe, with a total of 7,025 beds in 10 European cities (1x Amsterdam, 4 x in Berlin, 1 x Brussels, 2 x Frankfurt/Main, 1 x Hamburg, 1 x Cologne, 1 x London, 1 x Munich, 1 x Salzburg, 3 x Vienna). Contracts for 10 new hotels, with a total of 6,426 beds, in Barcelona, Budapest, Munich, Amsterdam, Rome, Paris, 2x Berlin, Leipzig and now also Heidelberg, have already been signed.

The group is headquartered in Berlin.

www.meininger-hotels.com