



Greencity to receive a MEININGER hotel with some 600 beds

November 2016

The MEININGER Group is to open its first hotel in Switzerland in the sustainable Zurich district of Greencity. MEININGER and the turnkey contractor Losinger Marazzi AG have signed a corresponding contract. The hotel will have some 170 rooms and about 600 beds. The hybrid concept, an innovation in Switzerland, envisages classical double rooms, private multi-bed rooms and shared multi-bed rooms. For Greencity, the hotel represents a major enrichment and a further vitalisation of the district.

The MEININGER Hotel will be constructed in the seven-storey Ingres building. This belongs to the cluster of office buildings marking the entrance to Greencity coming from the city centre. The Ingres design is by the prestigious Zurich architectural firm of Gigon/Guyer. Losinger Marazzi will submit the planning application for the building during the first half of 2017. The opening of the hotel is scheduled for the end of 2019.

The hotel will possess some 170 rooms together with about 600 beds. The mix corresponds to the hybrid concept, which MEININGER already successfully operates in various other cities in Europe. This combines the focus on different market segments with an international positioning and exceptional furnishings. This flexible mix of classical double rooms, private and shared multi-bed rooms will allow the hotel operator to cater to a wide spectrum of target groups, ranging from corporate guests, via families and individual travellers through to tourists and school groups. All the public spaces, such as the lobby, lounge, bar, breakfast room and terrace will be located on the ground floor of the building. Typical for MEININGER hotels are a game zone and a well-equipped guest kitchen, where customers will be able to prepare their own meals at any time, day or night.

Greencity ideal for the MEININGER concept

The location of Greencity is ideal for the concept of the new hotel. Up to 3,000 jobs will be created in the Greencity offices. There are also a large number of companies with international businesses located in the nearby Zurich South. The city centre touristic attractions are only a few minutes away by S-Bahn. An attractive recreational area is situated close by. For tourist groups travelling in Switzerland, Greencity is also an ideal stopover at the gateway to the hinterland of Switzerland with direct motorway access.

An enrichment for the city of Zurich's flagship project

The hotel will represent a major enrichment for a Greencity, a district rapidly growing in height, and contribute to vitalising the district. According to Ulrich Blessing, Deputy Head of the Zurich Property Development Department at Losinger Marazzi AG: "We are aiming at a diverse mix of use in Greencity – and the hotel is a key element in this regard." An urban space will be created in the new district comprising 731 apartments, offices, businesses, restaurants and public institutions, such as a primary school. Greencity is seen as a flagship project for the city of Zurich. The area has already twice been awarded the 2000-Watt-Area Certificate by the Energy City Sponsoring Association and has also committed itself to the principles of sustainability in relation to social variety and mobility. The district has been developed and realised by the turnkey contractor Losinger Marazzi AG.

A shared vision

The MEININGER Hotel Group and Losinger Marazzi AG are linked by a shared vision: the creation of future-oriented and liveable projects with sustainable ideas. Greencity thus gains an innovative partner that shares the ideas, values and goals of the 2000-Watt Society. Hannes Spanning, CEO of MEININGER Hotels, states: "We are pleased that the plans to open a hotel in Switzerland have firmed up with a hotel project in Zurich. Zurich is an interesting city which for many reasons attracts numerous tourists and is also the home for many renowned companies. The hotel will be an exceptional addition to our portfolio."

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 Prometheus 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 away 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 12 new hotels, with a total of 7,517 beds, in Amsterdam, Barcelona, two in Berlin, Budapest, Heidelberg, Leipzig, Milan, Munich, Paris, Rome and now also Zurich have already been signed.

In the 'TREUGAST Investment Ranking 2016', the MEININGER Group achieved an AA rating. The group is headquartered in Berlin.

About Losinger Marazzi AG:

Losinger Marazzi AG is a leading company in Switzerland in the fields of property and district development, general and turnkey contracting. It is characterised by innovative and holistic solutions in the financing, development and realisation of projects. As a subsidiary of Bouygues Construction, Losinger Marazzi AG combines the strength of a major international corporation with the flexibility of a locally anchored company. It has 800 employees and achieves an annual turnover of almost 800 million francs.

*As a pioneer in the field of sustainable construction, over 95 percent of its project developments are certified. In addition, Losinger Marazzi AG has also developed and realised the first 2000-Watt areas to be certified by the Energy City Sponsoring Association in Switzerland. These are the sustainable districts of Greencity in Zurich and "Im Lenz" in Lenzburg. The Erlennatt West area in Basel was successfully handed over at the end of 2015. Sustainable construction allows ecologically and economically efficient solutions to be found for the entire life-cycle of a building. By designing liveable and future-oriented projects together with their clients, Losinger Marazzi AG contributes to the well-being of all concerned. The group has its headquarters in Berne.
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