

„Art in Progress“ - MEININGER Group to open its first hotel in Leipzig on 1 April

On 1 April, the MEININGER Group will open its first hotel in Leipzig at the heart of the city, close to the main railway station. Located in the old town, it is the ideal starting point from which to explore the city. Countless shops, cafés and restaurants can be found in the near vicinity and numerous city sights are just a short walk away.

A modern hotel with a design and furnishings exuding local flair. "It was important to us for the city to become a part of the hotel and its personality. Particularly Leipzig's diverse modern art and cultural scene inspired the theme of "Art in Progress", which is now reflected in a colourful, entertaining manner in the hotel's public areas and rooms. A unique atmosphere has been created in which our guests will feel entirely at home," emphasises Hannes Spanring, CEO of MEININGER Hotels.

Leipzig's culinary highlights also form part of the concept. "We will serve local specialities at the bar," says Maren Anders, Operations Manager at the hotel. "Among others, we will offer local gins of which three originate from Saxony and one is from the neighbouring state of Thuringia. The "Long Horn" gin is even from Leipzig itself. The traditional Leipzig beverage Kräuter Wilhelm can be enjoyed on the rocks or – similar to Pimms – combined with other ingredients to create trendy long drinks and cocktails." Tasty souvenirs such as Leipziger Lerche pastries are also available at the hotel and complete the range of local culinary offerings.

The hotel amenities guarantee the typical MEININGER standard. Beside the classic public areas such as the lobby, lounge, breakfast room and bar, there is also a games zone and guest kitchen in which MEININGER guests are able to prepare their own meals at any time. The flexible room concept of MEININGER Hotels means that a total of 404 beds will be available in the 126 rooms, which range from traditional double rooms to private rooms with multiple beds right up to dorm rooms with up to four beds. Complimentary Wi-Fi is available throughout the entire hotel.

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 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 18 hybrid hotels in Europe, with a total of 8,269 beds in 12 European cities including Amsterdam, Berlin, Brussels, Copenhagen, Frankfurt/Main, Hamburg, Cologne, Leipzig, London, Munich, Salzburg and Vienna.

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