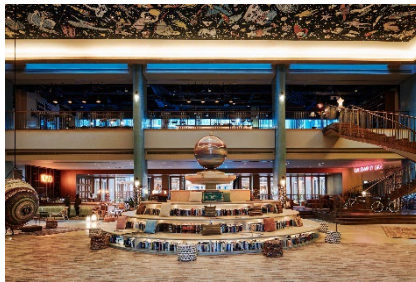


Press release, 2 November 2023

Cheers to 20 years: 25hours Hotels celebrates its anniversary

Hamburg: The 25hours Hotels group is celebrating its anniversary. This lifestyle concept created in Hamburg has long since become a global hospitality brand. Under the motto, 'Know one, know none', 15 hotels have gradually been opened throughout Europe and in Dubai. The brand is now part of Ennismore, a hospitality company rooted in culture and creative networking. There are plans for further expansion: in addition to a second hotel in Copenhagen, Trieste, Porto, Budapest, Jakarta and Sydney will also be added to the portfolio. To celebrate its 20th anniversary, the hotel group is organising various events and promotions for its guests.



From left to right: the 25hours Hotel Bikini Berlin in Berlin, the 25hours Hotel One Central in Dubai and the 25hours Hotel Piazza San Paolino in Florence.

The foundations for 25hours were laid in 2003, when the now multi-award winning hotelier, Kai Hollmann, was running his first hotel, Gastwerk, on a former factory site in Hamburg Bahrenfeld. Just 200 metres away stood an empty property, giving him the idea of creating another hotel as a dynamic addition to the iconic loft hotel. Following a twelve-month renovation, the first 25hours hotel opened in November 2003. It was supposed to have a more youthful feel than traditional hotels and give people networking opportunities even back then. It was intended to be a place for design aficionados who value fair prices. Some Hamburg residents still describe the party scene of those early years as legendary. Hollmann has since implemented various other hotel concepts. Bruno Marti, Executive VP of Brand Marketing at 25hours Hotels, says: "Success always involves a great many people. The initial impetus for this project came from the visionary, Kai Hollmann. The brand itself was then developed in the offices of Ulrike Fohr (former Marketing Director at the Gastwerk hotel) and Remo Masala (CMO Design Hotels). The design of the first hotel came from the pen of Dreimeta - the Augsburg design team has designed three more 25hours hotels to date. A few more teammates were required to finally turn this one-hit-wonder into a global hospitality brand."

Four people were responsible for growing the brand

On the initiative of Christoph Hoffmann, the successful concept was extended in 2005, when the 25hours Hotel Company was established. Together with Stephan Gerhard, Ardi Goldman and Kai Hollmann, he had the idea of creating further hotels. Instead of a chain of standard hotels, their aim was to create a group of individual boutique hotels in collaboration with alternating design teams. Under the motto, 'Every cool city needs a 25hours hotel', the four partners set themselves the goal of conquering Europe's major cities. As with the Gastwerk Hotel, they followed the philosophy of breathing new life into existing buildings. The brand's first expansion project was in Frankfurt. In 2006, the 25hours Hotel The Goldman opened, to which the eponymous Ardi Goldman gave his creative touch. After a second site had been opened in cooperation with the jeans brand

come as you are.

Levi Strauss in Frankfurt in 2008, other hotels followed in German-speaking countries, all of which created quite a stir in their own way in their location. Christoph Hoffmann, who is still involved with the development and expansion of 25hours Hotels today, was responsible for opening new hotels in Europe. In 2019, the brand made its debut outside of its core market, with the opening of 25hours Hotel Terminus Nord in Paris, followed by Florence, Dubai and Copenhagen. At the same time, the 25hours founders also took their first steps in the leisure hotel industry and successfully opened the first Bikini Hotel on Mallorca. “Our growth has been organic in the very best sense. Thanks to visionary owners, crazy designers and a management team that has remained stable over the years, we’ve gradually penetrated new markets – always combining exuberance and professionalism,” says Hoffmann. As they have expanded, more attention has been paid to location-specific restaurant and bar concepts, to ensure that the hotels provide a meeting point for hotel guests and locals alike.

From left to right: the RIBELLI at 25hours Hotel at MuseumsQuartier in Vienna, the Monkey Bar at 25hours Hotel Bikini Berlin in Berlin and the Sape Bar at 25hours Hotel



Terminus Nord in Paris.

International projects under the Ennismore umbrella

Since 2021, 25hours Hotels has been part of Ennismore, the world’s fastest-growing lifestyle hospitality company. With brands such as SLS, Mama Shelter, Hyde, Mondrian and The Hoxton, 25hours is in excellent company. At least five new hotels will join the current 15 over the next two years. In addition to another hotel in Copenhagen, Trieste, Porto, Budapest, Jakarta and Sydney will also be added to the portfolio. Cédric Gobilliard, COO of 25hours Hotels, says: “The USP of 25hours is individuality. Hardly any other hotel brand pays so much attention to detail during every project and constantly reinvents itself. We’re looking forward to continuing to surprise a great many customers and guests over the next 20 years.”

20th anniversary events and promotions

To celebrate its anniversary, 25hours Hotels is giving all guests who book accommodation on 4 and 5 November at www.25hours-hotels.com a restaurant and bar voucher worth EUR 20 (for T&Cs and booking details, please visit the website). It will also host several free events during its anniversary month, starting on 6 November.

EVENT SCHEDULE:

6.11.23 Dubai // 25hours Hotel One Central: anniversary special with coffee, tea and tasty treats in the Nomad Day Bar

9.11.23 Hamburg // 25hours Hotel HafenCity: photo contest and competition as part of ‘Friends Day’, with a chance to win an overnight stay in a 25hours hotel of your choice

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11.11.23 Zurich // 25hours Hotel Langstrasse: live DJ set and drinks in the Cinchona Bar

16.11.23 Copenhagen // 25hours Hotel Indre By: travel back in time to 2003 with a party featuring the greatest hits of the 2000s and anniversary cocktails

16.11.23 Munich // 25hours Hotel The Royal Bavarian: DJ set in The Boilerman Bar

17.11.23 Düsseldorf // 25hours Hotel Das Tour: anniversary party in The Paris Club Bar high up on the 17th floor

17.11.23 Berlin // 25hours Hotel Bikini Berlin: special drinks and DJ set with Thomas Burghenn, who will be relinquishing his hotel technician duties this evening and performing in the Monkey Bar with a view of Berlin Zoo

23.11.23 Vienna // 25hours Hotel at MuseumsQuartier: pop-up event in Burger de Ville Airstream with mulled wine & roast chestnuts and a 'Thirsty Thursday Special' in Der Dachboden

23.11.23 Cologne // 25hours Hotel The Circle: anniversary party in the Monkey Bar above the city rooftops with a view of Cologne Cathedral

23.11.23 Paris // 25hours Hotel Terminus Nord: disco soirée, friends and apéro party with Studio B in the Sape Bar

Press material for 25hours Hotels: <https://www.25hours-hotels.com/company/presse>

Image material: <https://www.25hours-hotels.com/company/presse/bilder>

For more information about all 25hours Hotels, visit: [25hours-hotels.com](https://www.25hours-hotels.com)

25hours Hotels videos: youtube.com/25hourshotels

About 25hours Hotels

The 25hours Hotels are part of Ennismore, a hospitality company rooted in culture and creative networking. The global collective is built around charismatic entrepreneurs and includes brands that focus on contemporary hospitality. Established in 2021, Ennismore is a joint venture with Accor.

The 25hours brand was built by its four founders Christoph Hoffmann, Kai Hollmann, Ardi Goldman and Stephan Gerhard from 2005. There are now 15 hotels in German-speaking countries, as well as in Paris, Florence, Dubai and Copenhagen. 25hours is a smart hotel idea characterised by charming and relaxed service, which seeks to find answers to the demands of urban, cosmopolitan travellers. The brand focuses on individuality, authenticity and character, and designs each of its hotels in partnership with various designers and in a unique style, under the motto 'Know one, know none'. Sydney, Trieste and Porto are among the future destinations.

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