



DEVELOPMENT 2019 / 2020







**IT'S
ALL
ABOUT**

**DESIGN
PEOPLE
THE PRIZE**

CONTEMPORARY

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PRIZELESS

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KARIM RASHID ABOUT PRIZEOTEL:

"prizeotel is a project in 'Designocracy': high design affordable to all. Design is not for the elite or the rich. I have always wanted to design a very inexpensive hotel and prizeotel brought the opportunity! The concept had to be very smart and economical yet pleasurable and inspiring.

I maximized choices and used high performance materials and furnishings to have the greatest impact for the least amount of investment. prizeotel creates a unique experience for the travelers and is ground breaking on the budget hotel market."

Karim



THE BRAND

COLORFUL, DIGITAL, CHALLENGING, PRIZELESS!

Accommodation combined with experience and lifestyle.

Welcome to the world of extraordinary, futuristic high design at the surface and joyful heroes at the heart of prizeotel, a young, flourishing organization. prizeotel minimized everything to what really matters in a hotel: **the Booking, the Bed, the Breakfast, the Bathroom and Be Happy!**

prizeotel is probably the most unconventional 2** economy design hotel group in Europe and sees itself as an exclusive product in the design ambience. It surprises not only with a fresh breeze in terms of appearance, but also in terms of service. Through the exclusive collaboration with the New York star designer Karim Rashid, every hotel becomes a so-called signature brand hotel. Rashid is internationally known and popular for his extraordinary and special product, fashion, furniture, light and art designs. From the design of the rooms and corridors to the lobby lounge, the designer's signature is consistently reflected in the hotels.

The aim is not to reach out to the mass market, but rather to the target groups of business and city travellers who want to enjoy a high level of comfort, the latest technology and a 24/7 staffed front office in attractive locations in a central city location. 2 stars that feel like the sky, in combination with first-class design that everyone can afford. prizeotel does not try to represent something that the brand does not offer, but to exceed expectations. The brand was founded in 2006 by hotelier Marco Nussbaum and real estate economist Dr. Matthias Zimmermann and a lot has happened since then: Four hotels are already successfully asserting themselves on the market in northern Germany. And the prizeotel-Bremen-City, Hannover-City, Hamburg-City and Hamburg-St.-Pauli will soon get further additions to the family - international additions!

16 new projects in various stages of development in Germany, Austria, Belgium and Switzerland are ready and waiting in the starting blocks. Erfurt, Munich, Bern, Antwerp, Rostock, Bonn, Münster, Dresden, Wiesbaden, Berlin, Düsseldorf and Vienna will open their stylish gates between 2019-2022. Further projects have already been contractually secured and will do the same in no time.

The basis for the planned large-scale expansion on an international level has thus been created. The design partnership with the numerous award-winning New York designer Karim Rashid will continue in the future, so that every new addition to the hotel group will as well shine in its very individual and extravagant design. prizeotel means rethinking and shaping the future of the hotel industry. The credo is #workdifferent - minimal processes, maximum digitalization and the empowerment of each individual team member to make their own decisions. This in combination with a very distinctive design creates the unique brand experience, which is guaranteed for the guest by the special

#prizeSpirit, which is loved and lived in the houses. This memorable atmosphere will encourage the guests to return and also to visit the other prizeotel locations on the map.

 prizeotel

PRIZEOTEL.COM



DIE MARKENKÖPFE



MARCO NUSSBAUM
FOUNDER, CEO &
THE CREATIVE VISIONARY

Marco Nussbaum is considered a pioneer of a traditional branch of industry. With prizeotel he takes an unconventional way to success. He is dedicated to the expansion and ongoing operation of the dynamic hotel brand.



SIMON WIECK
MANAGING DIRECTOR
PRIZE DEUTSCHLAND GMBH &
THE OFFICIAL TEAM DAD

Simon Wieck has been supporting the prizeotel management in Germany since the beginning of 2019. With the economy hotel expert in operational responsibility for the hotels in Germany, the brand is excellently equipped for the planned growth.



CONNOR RYTERSKI
MANAGING DIRECTOR
PRIZE HOLDING GMBH &
THE DEAL MAKER

Connor Ryterski's first contact with prizeotel was in 2009. Since 2015, the managing director has been stepping up the international expansion and strategic orientation of the brand, demonstrating impressive speed and great negotiating skills.



CEDRIC MADERER
MANAGING DIRECTOR
PRIZE SCHWEIZ GMBH &
THE MAN FOR SWITZERLAND

With the start of the prizeotel Bern-City construction project, Cedric Maderer joined the rapidly growing hotel brand as Managing Director for the newly founded prize Schweiz GmbH, where he is responsible for building up the Swiss business.



#PRIZELESS

The feeling of being home & of being comfortable is the most tricky to recreate. The unique prizeSPIRIT which is lived & breathed in our hotels and which is created through the caring, genuine and easy-going energy coming from every single team member, comes as close to that feeling as it can get.



DIE ENTWICKLUNG

prizeotel pursues an optimal RevPAR strategy via daily updated rates, which generates the highest possible yield at the lowest possible cost. Thanks to this strategy, the Economy Design hotel group, with its four current hotels, is already very successful on the market and regularly achieves room rates and occupancy rates above the national average. Among other things, cooperations with strong strategic investment partners, such as the May Group and the Radisson Hotel Group, gave the kickoff for today's steep expansion course of the dynamic, creative economy brand.

In addition to the four houses in Northern Germany (Hamburg (2x), Hanover and Bremen), 16 new projects are currently in the starting blocks in Germany, Austria, Belgium and Switzerland, at various stages of development. Real estate investors entrust prizeotel with real estate worth well over half a billion euros, and with the 20 houses the brand has a chance of net sales of over 100 million euros. By 2022, the planned houses at the new locations will open their stylish gates. This creates the basis for the planned large-scale expansion on an international level.

2009

Stade

46.159 Inhabitants



48.526 Guests

2019

Mannheim

309.370 Inhabitants



306.293 Guests

2025

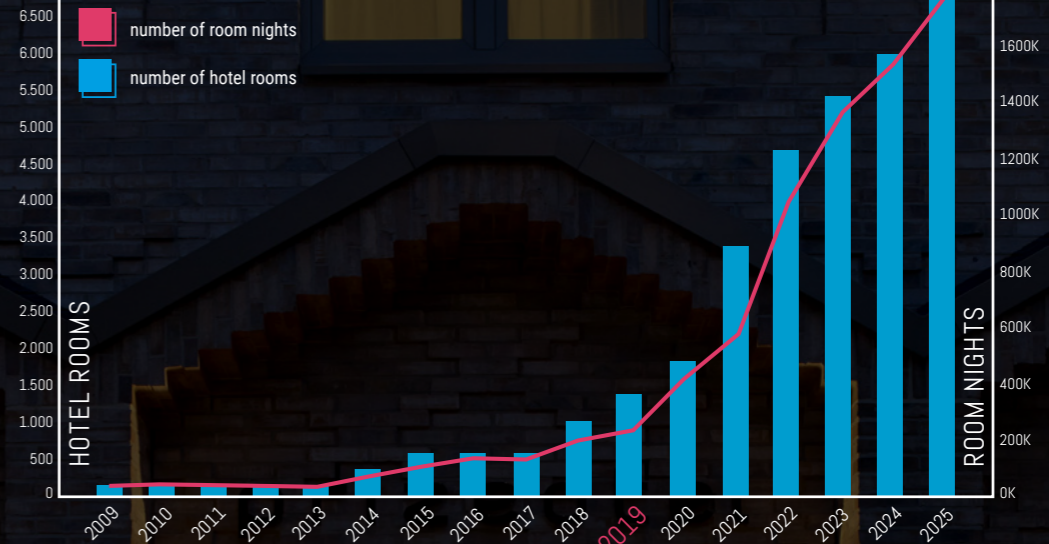
Munich

1.471.508 Inhabitants



1.454.733 Guests

ROOM NIGHTS VS. HOTEL ROOMS



EXPECTED REVENUE DEVELOPMENT



THE TARGET

The core target groups of prizeotel are individual travellers or smaller groups of people who want a special and comfortable hotel with a very good price-performance ratio. During the week these are mainly business travellers and on weekends mainly city travellers who want to enjoy stylish top equipment, the latest technology (such as mobile check-in via the prizeotel app) and a happy 24/7 front office in a central city location.

Bus and mass tourism is deliberately avoided in order to guarantee stable prices and fixed quality standards, especially for breakfast. In order to enable a consistent product and brand strategy orientation, brand communication concentrates on the following three guest prototypes, which are linked by the attributes shown below.

By meeting their travel and hotel requirements, the target groups can become satisfied and returning guests.



MODERN COUPLE, MIDDLE AGE

#digital #mobile #lifestyle #alwaysonline
#social #personality #unconventional #smart
#simplicity #minimalisttravel #fair #urban
#design #comfy #healthy #stressdetox #prizeSpirit



#colorful #wanderlust #inquisitive #fun
#experience #adventure

YOUNG, CONNECTED AND HIP

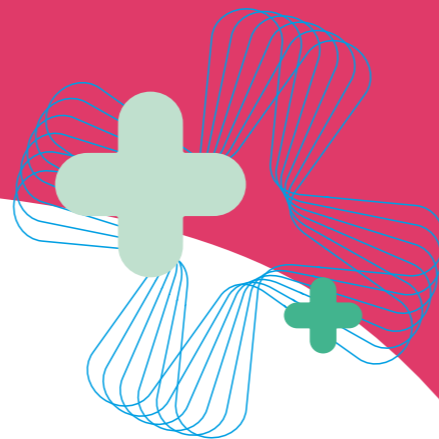
#digital #mobile #lifestyle #alwaysonline
#social #personality #unconventional #smart
#simplicity #minimalisttravel #fair #urban
#design #comfy #healthy #stressdetox #prizeSpirit



#spontaneous #fastmoving #networking
#coworking #convenient

BUSINESS TRAVELLERS

#digital #mobile #lifestyle #alwaysonline
#social #personality #unconventional #smart
#simplicity #minimalisttravel #fair #urban
#design #comfy #healthy #stressdetox #prizeSpirit



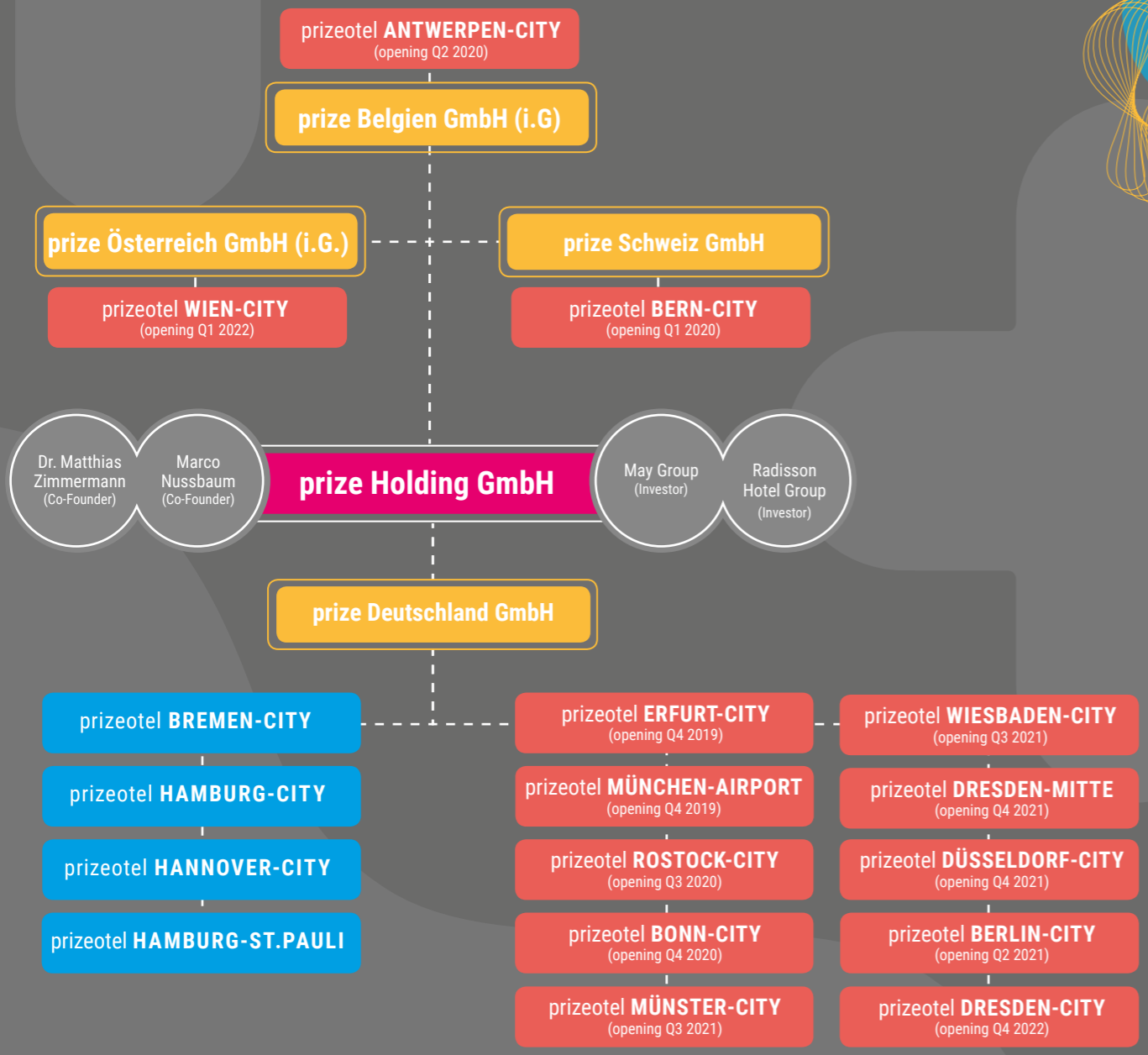
THIS IS HOW WE ARE MAKING OUR CUSTOMERS AND OUR INVESTMENT PARTNERS HAPPY



easybooking
bestpricestrategy
citycenterlocation
publictransportconnection
parkingspaces
quality
design
highcomfort
technology
mobilecheckin
smarttv
highspeedwlan
networkstructure
dreamteam
24hservice

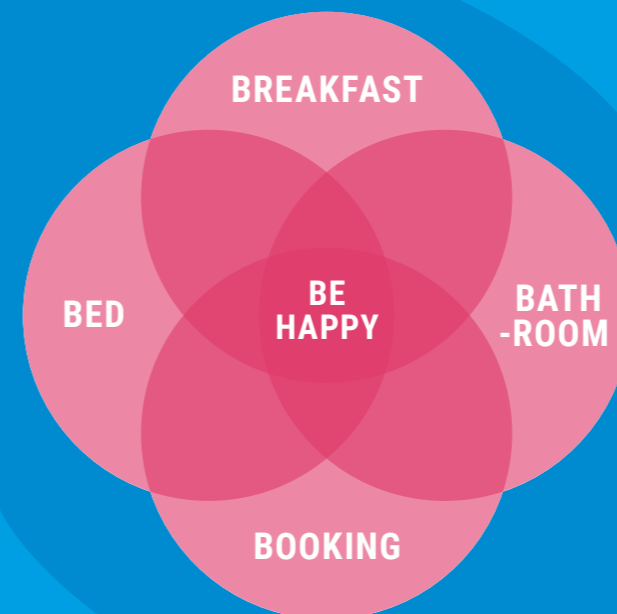
PRIZEOTEL WORLD

■ signed development projects
 ■ hotels in operation
 ■ subsidiary
 ■ holding company





BREAKFAST: The rich breakfast buffet enables the guests to start their day dynamically, due to freshly ground coffee in different varieties from the Coffee Flavour Station, or fruit freshly prepared every day as well as home-made Bircher muesli. For allergy sufferers, the hotel offers soy milk, lactose-free milk as well as gluten-free bread, rolls and muesli.



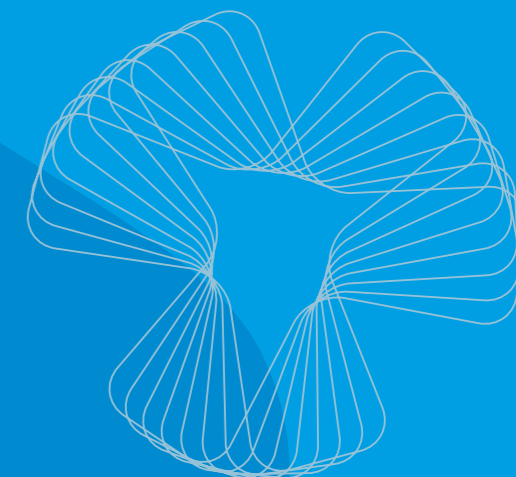
BATHROOM: Greatest possible bathroom comfort enables the guest's relaxation. Due to high-quality, big, soft towels at the level of a luxury hotel, a spaciouly walk-in designer shower without shower curtain, but with a glass door and an XL shower head for rainforest feeling, as well as daylight in the bathroom, offer a place of calm and relaxation for every guest.

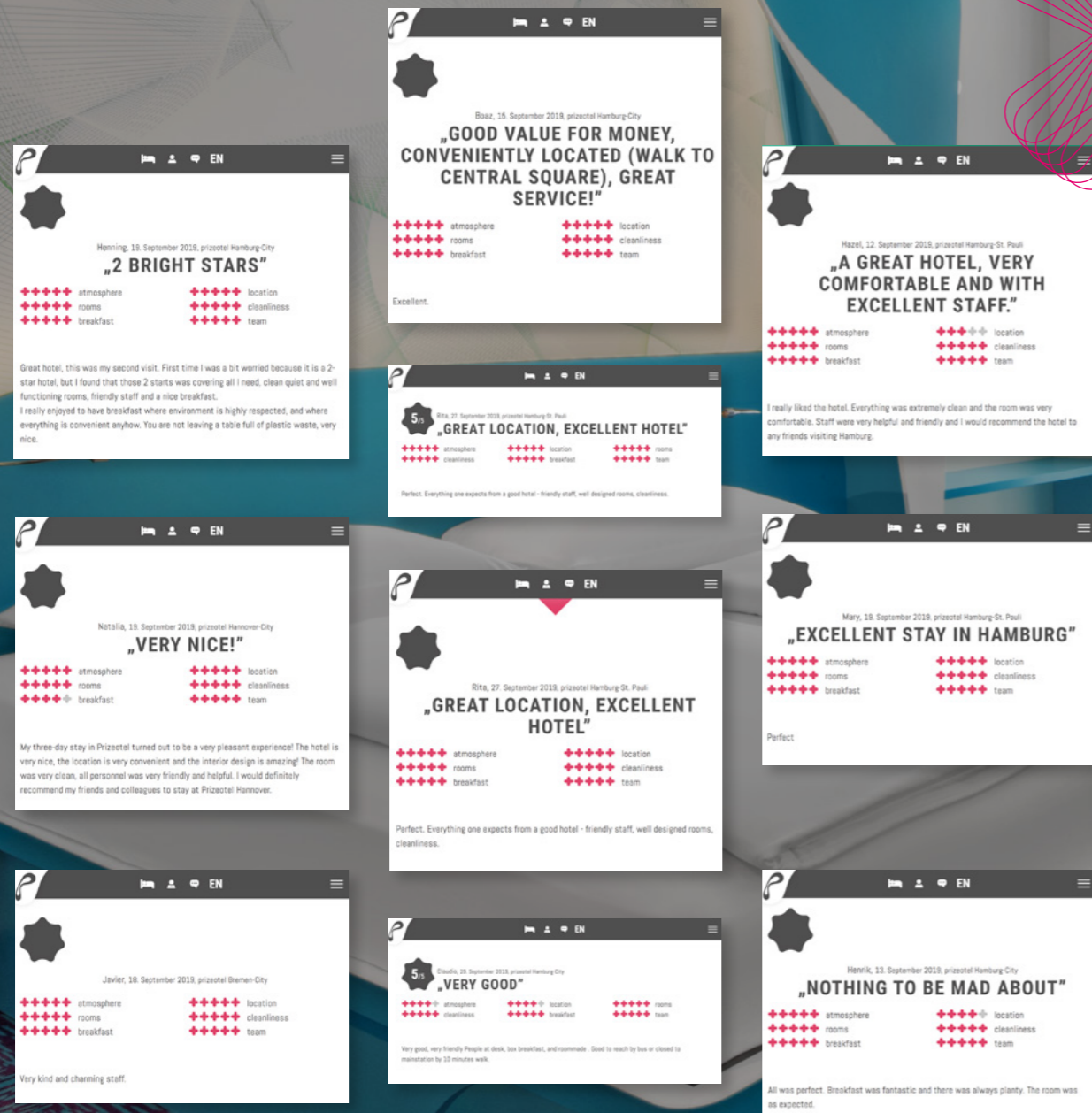
BE HAPPY: We work in a 'People's Business' – happy team members mean happy guests.

BED: The big high-comfort beds (180 x 200 cm) with high-quality mattresses and covers on the slatted frames as well as luxurious bed linen in the quality of a luxury hotel provide a relaxing sleep. The sleeping comfort is supported indirectly by the doors', walls' and floors' insulation values.

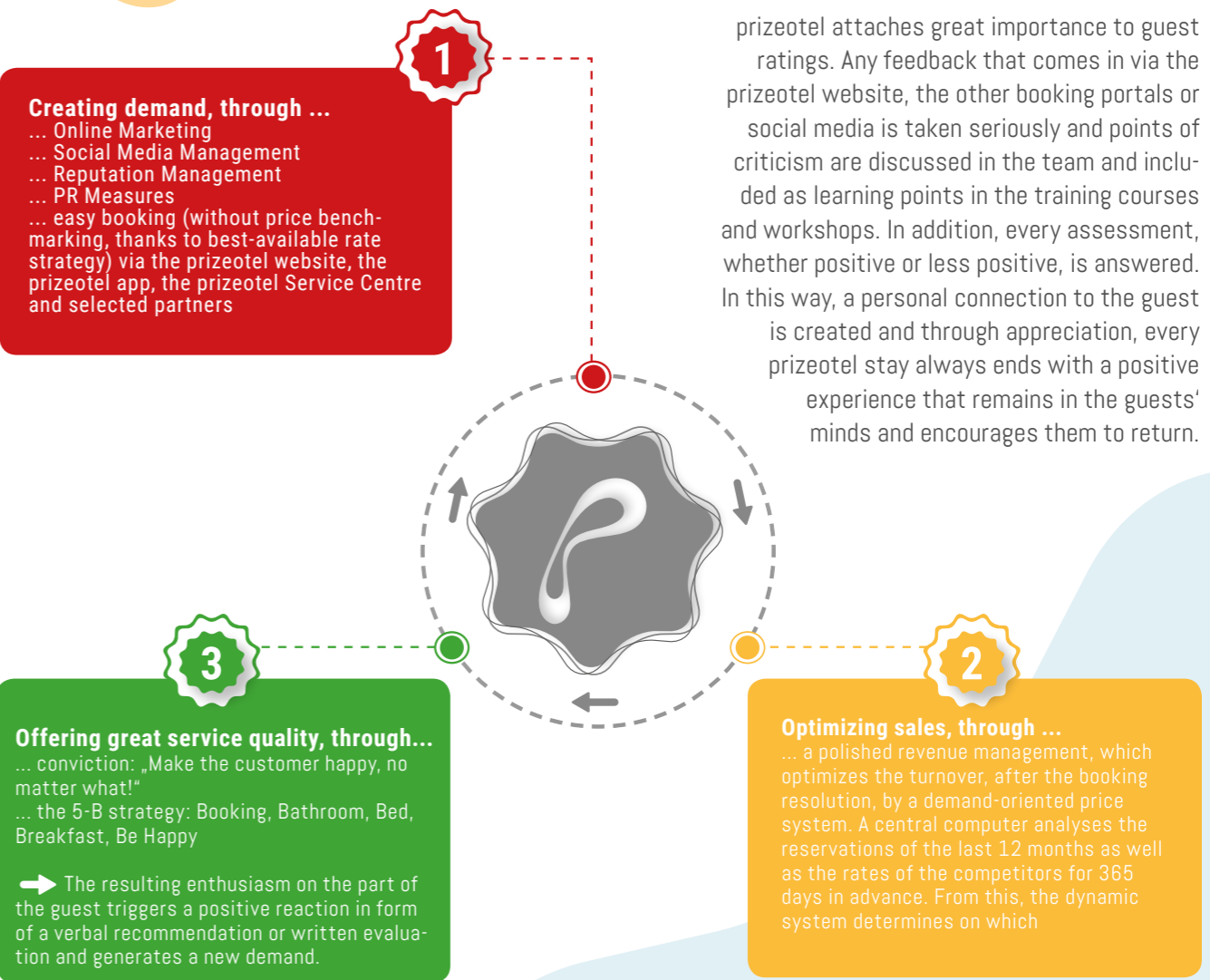
Booking: Booking the hotel room is easy and fast via www.prizeotel.com or via prizeotel app. It is not necessary to compare to alternative providers as prizeotel pursues the best price strategy, which means that the guest gets the best available price for the inquired period via www.prizeotel.com. For that, prizeotel developed an own Internet Booking Engine (IBE) and optimises it constantly for the best booking comfort.

THE 5Bs FOR SUCCESS





THE REVENUE CYCLE



prizeotel attaches great importance to guest ratings. Any feedback that comes in via the prizeotel website, the other booking portals or social media is taken seriously and points of criticism are discussed in the team and included as learning points in the training courses and workshops. In addition, every assessment, whether positive or less positive, is answered. In this way, a personal connection to the guest is created and through appreciation, every prizeotel stay always ends with a positive experience that remains in the guests' minds and encourages them to return.



WORK +
SMART
PLAY
KICK
THINK CREATIVE!

#DIGITAL

Communication is key -
working together &
combining personal
networks provide endless
opportunities and freedom.
The technology-sky
is the limit!

HOW DOES THE GUEST BOOK A ROOM AT PRIZEOTEL?



EASY BOOKING WITH BEST-AVAILABLE-RATE-STRATEGY

BUSINESS INTELLIGENCE

prizeotel focuses entirely on lean, dynamic and easy-structured systems and an easily scalable infrastructure with low maintenance costs. As one of the first movers in German online sales, the hotel brand relies on technological solutions that provide a high degree of process optimization with low resource costs. With the help of a disciplined sales strategy, an in-house developed channel manager and internal data-scientist know-how, prizeotel is able to make optimal and data-driven decisions. This way the brand can always guarantee a fair price for the guests, which is above the market average and without price dumping.

The whole thing is further stabilized by the perfect interaction of a great team and great ratings from satisfied guests. The best price is always offered via the prizeotel website and app. This way guests also have the opportunity to check in with the mobile check-in and open their room door with their smartphone without stopping at the front-of-fice. Guests can also book via booking.com and HRS. There are also collaborations with Trivago and Google.

DREAMTEAM

The motto #workdifferent is loved and lived at prizeotel. And this already starts at the recruitment stage: after the potential applicants have become aware of prizeotel, mainly in the social networks, e.g. through the Emoji campaign, they can soon find themselves in a meeting with HR Recruiting Head Pia, after a successful application. At the new locations, it is possible that this meeting takes place on the hotel construction site, as here in the showroom of the prizeotel München-Airport. #RECRUITDIFFERENT



PIA, Head of Human Resources at job interviews in „bed“

USUAL WORK IN A HOTEL:



WORK WITH US:



WELCOME TO THE #PRIZEFAM!

After successful hiring, the first „school day“ at prizeotel starts with an emotional onboarding, where the new team member learns everything about the brand world, gets to know the team and can thus make an optimal and quick start into the job and the system. prizeotel sees the team members as the engine of success and shows itself to be an attractive employer, among other things by following the SysTeam© approach. Up until now, the dynamic hotel brand has taken a unique path in the hotel industry: potential development with the aim of being a hotel without only one manager, but with several managers instead and a team in which each individual team member is responsible for himself/herself. This gives everyone the opportunity to make decisions and solve challenges and difficulties independently.

#NETWORKORGANIZATION

Within coachings and workshops the team members get consequently trained and learn everything about the system. Each team member gets individual support and is trained in the prizeotel Academy to become a „prizeHero“, so that he or she is prepared for all areas of work and for various situations and questions with and from the guest. Through the cooperation with in-house trainer Mirijam, the paths and response times are short in the event of problems that arise and solutions are found quickly within coaching sessions. Additionally, external trainings can be arranged on request.

#TEAMDEVELOPMENT



prizeotel is confirmed by the team members themselves: through their positive ratings on the employer rating platform kununu.com. On that platform prizeotel ranks permanently among Germany Top employers in the hotel trade.

#ONETEAMONEDREAM



ANJA, HTC team prizeotel Bremen-City

At prizeotel it's **WORK SMART, BE FAIR & HAVE FUN!** Easily understandable workflows that are kept to a minimum and do not restrict anyone's freedom of choice are supported by technological solutions. We live an open error and feedback culture in which mistakes are discussed constructively and on equal terms. The fun at work and the special, cheerful atmosphere in the hotels puts a smile on the faces of both team members and guests and creates a pleasant feeling of home.

#PRIZESPIRIT





IT'S ALL ABOUT PEOPLE DESIGN THE PRIZE

TEAM MEMBERS AS WELL AS GUESTS UP TO EVERY TINY LITTLE DETAIL WE BELIEVE IN BEING COLORFUL BOTH IN OUR LOOKS AND ACTIONS AND WE BELIEVE THAT EVERYONE SHINES THROUGH THEIR INDIVIDUAL SUPERPOWER

WE HOST AND OUR HOSTS ARE HEROES TOO AT PRIZEOTEL, WE

SPEAK AUTHENTICITY AND INDIVIDUALITY THAT'S WHY WE COME ACROSS ORIGINAL, UNEXPECTED, GENUINE AND HIGHLY UNIQUE

WE HAVE AN ATTITUDE

THINK OUTSIDE THE BOX AND OUR HANDS-ON MODE IS ALWAYS ON STAND FOR QUALITY AND STRIVE FOR MOVEMENT ARE UNCONVENTIONAL AND INQUISITIVE QUESTION WHAT WE KNOW WORK SMART AND AS A TEAM ARE DIGITAL AND BRAVE

MAKE A DIFFERENCE

HERE IS WHAT WE KNOW FOR SURE: EVERY DAY IS A GOOD DAY TO BE HAPPY. AND WHILE YOU CAN'T BUY HAPPINESS, YOU CAN ALWAYS STAY AT PRIZEOTEL!

#COLORFUL

It's all about design -
up to every tiny little detail.
And it's all about the people -
team members as well as guests.
Both shine through their strong
positive voice &
their individual
superpowers.



Johanna & Viola, team sales & team Bremen

PRIZEOTEL FAMILY - DEVELOPMENT & VISION



127 ROOMS

prizeotel BREMEN-CITY

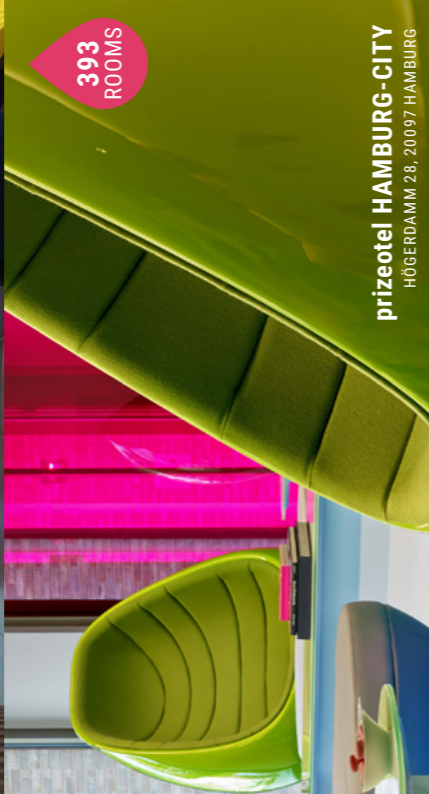
THEODOR-HEUSS-ALLEE 12, 28215 BREMEN



212 ROOMS

prizeotel HANNOVER-CITY

HAMBURGER ALLEE 50, 30161 HANNOVER



393 ROOMS

prizeotel HAMBURG-CITY

HÖGERDAMM 28, 20097 HAMBURG



257 ROOMS

prizeotel HAMBURG-ST. PAULI

HORNSTRASSE 7, 22767 HAMBURG



coming soon

188 ROOMS

prizeotel BERN-CITY

VIKTORIASTRASSE 21, 3013 BERN / SCHWEIZ

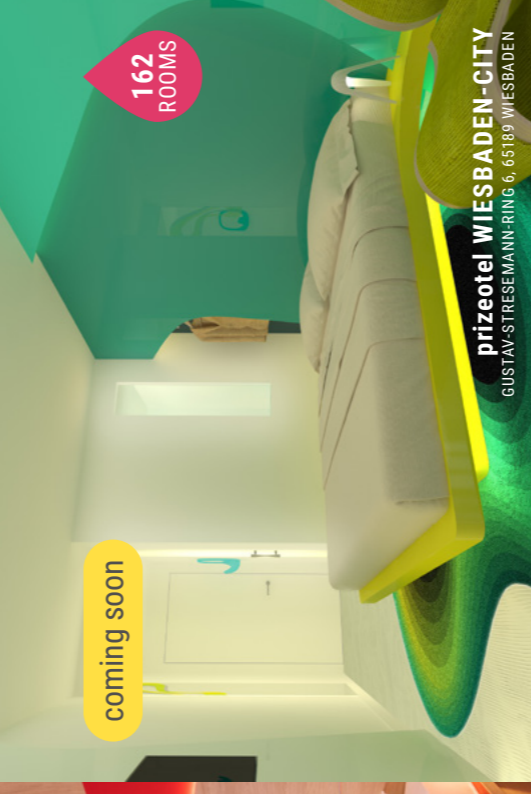


coming soon

168 ROOMS

prizeotel MÜNCHEN-AIRPORT

LILIENTHALSTRASSE 13, 85399 HALLBERGMOOS



coming soon

162 ROOMS

prizeotel WIESBADEN-CITY

GUUSTAV-STRESEMANN-RING 6, 65189 WIESBADEN

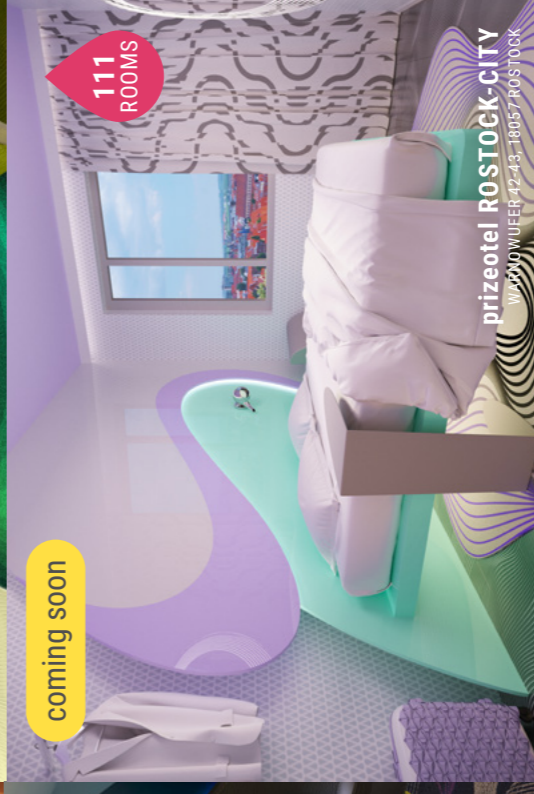


coming soon

208 ROOMS

prizeotel ERFURT-CITY

KURT-SCHUMACHER-STRASSE 131, 99084 ERFURT



coming soon

111 ROOMS

prizeotel ROSTOCK-CITY

WISSENWUENNER 42-43, 18057 ROSTOCK



coming soon

144 ROOMS

prizeotel ANTWERPEN-CITY

TUNNELPLAATS, 2000 ANTWERPEN / BELGIEN



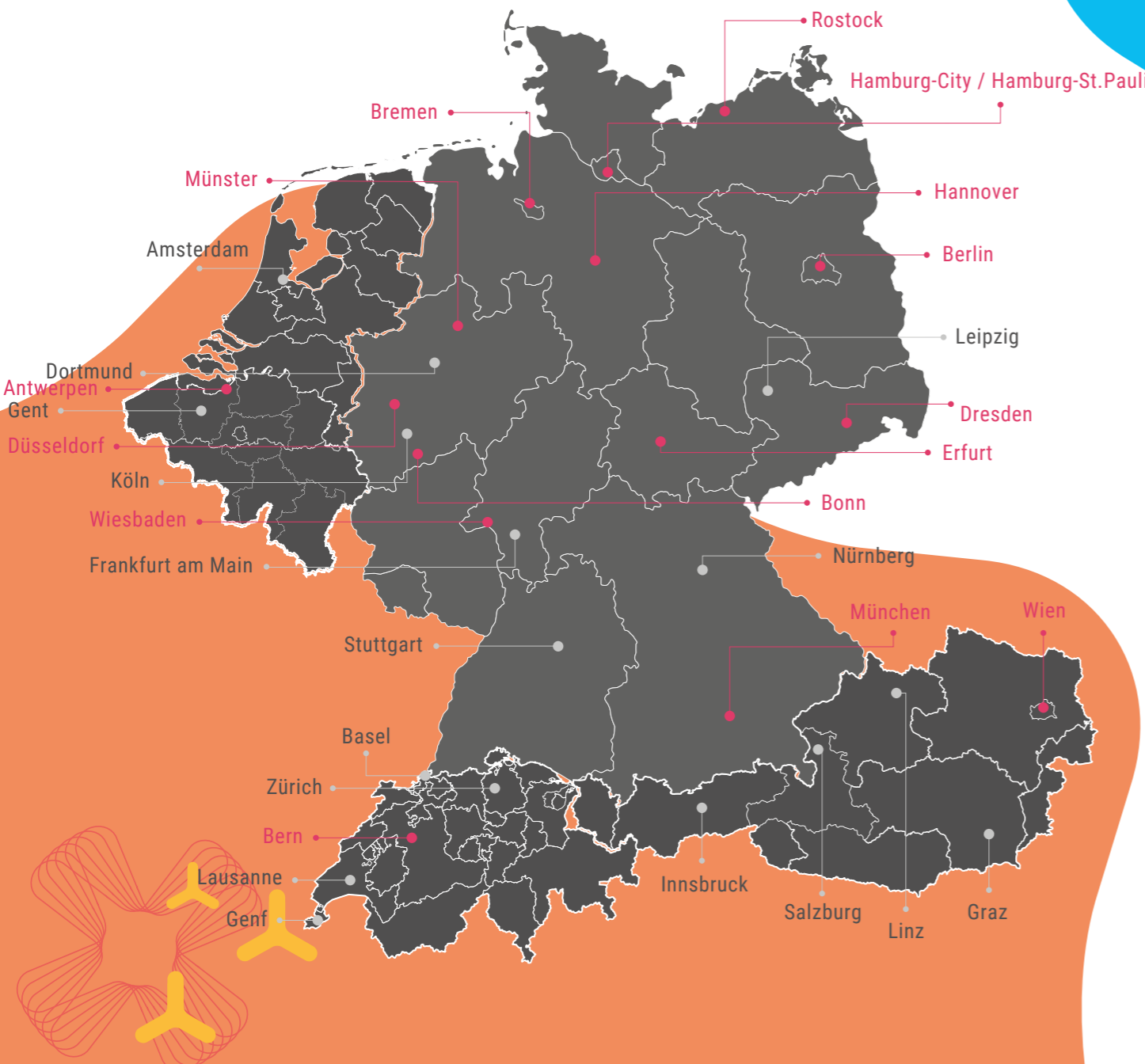
coming soon

195 ROOMS

prizeotel MÜNSTER-CITY

BREMER PLATZ, 48155 MÜNSTER

OUR VISION



OUR LOCATIONS



EQUIPMENT FEATURES

LOBBYLounge & FRONT OFFICE

At prizeotel Guests can expect a modern, slightly futuristic living room, which represents a flowing combination of lobby / bar and lounge area. Inviting cosiness and the highest quality of living for national and international guests are combined in the urban ambience of a sophisticated daily business lounge. In combination with the Front Office, it offers the perfect atmosphere to arrive and feel comfortable. If you are in a hurry or not in the „socializing mood“, you can check in yourself with the mobile check-in or at the self-check-in terminal and get to your room without any detours via the Front Office.

#INVITING #FUN #COMFORTABLE #OPENCONCEPT
#SOCIALIZING #NETWORKING

FOOD & BEVERAGE

Thanks to the 24h Food & Beverage concept at prizeotel, nobody has to go to bed hungry or panic if the food cravings appear. In the morning you can have breakfast like a king or queen at the wellbalanced, rich breakfast buffet and during the day a variety of coffee specialities as well as small, grab & go' snacks, such as hot dogs and fries, will sweeten you day.

#24HFOODANDBEVERAGES #BREAKFASTBUFFET
#COFFEE #BAR #GRABANDGOSNACKS

GUEST ROOM

Extravagant design, high comfort and luxurious quality meet modern technology. In the Economy Design double room with en suite bathroom, which has an average size of 15.80m² and is flexibly graduated to a single room, everything has been functionally combined with each other. In addition to a 1.80m wide high-comfort bed, with a dreamlike spring mattress and cuddly, high-quality bed linen, guests can expect a feel-good bath with rainforest shower and pleasant underfloor heating. Technical gadgets such as the Smart TV, which is very easy to connect to a smartphone, tablet or laptop, and the Aircharge charging station on the bedside table form the cherry on the cake in this stylish home away from home.

#DESIGN #COMFORT #QUALITY #TECHNOLOGY #FEEL-GOOD #HOMEAWAYFROMHOME

Example of a room floor plan
prizeotel
Hannover-City



EQUIPMENT FEATURES

The development and implementation of technical innovations underlines the role of prizeotel as one of the innovation leaders in the hotel industry in Europe. An overall concept that exceeds the expectations of the target group: highest functionality and extraordinary design, combined with a consistent guest experience in the entire physical environment, with the following features and technical gadgets.



CHECK IN

Your design room is ready for you from 3 pm. Arriving earlier? No problem! Just leave your bags in our luggage room or book our Early-Check In for 10 EUR in order to move into your room at 12 pm.



MOBILE CHECK-IN

Simply book your stay online via our website or app & check in with your phone, directly when you are arriving - without stopping at our front office. But of course we are still happy about a quick 'Hello!'



42" FLAT SMART TV

Enjoy movies, TV shows, documentaries or news on your 42" flat smart screen



FLOOR HEATING

Don't you hate the feeling of leaving a warm shower and stepping onto a cold floor? Problem solved! At prizeotel Hamburg and Hannover, we ensure warm feet in the bathroom and you can set the desired temperature by yourself.



HOME IS WHERE WLAN IS

With us you surf fast & free of charge - and even streaming is no problem thanks to high-speed WLAN!



MUSICLAMP

Our musicLamp will allow the right tone. The musical inspiration you will get after you made the connection to your smartphone.



SLEEPING WITH FORMAT

High-comfort bed with comfy mattresses and a super slatted frame for the best night's sleep you've had in a long time.



XL-SHOWER HEAD

Our design shower got an XL shower head and lets you enjoy a rainforest feeling - Aloha!



ALL YOU CAN EAT

Start your day right: with homemade Bircher muesli, fresh fruits, crispy bread rolls and coffee. For only 11 EUR you get as much breakfast as you like.



LESS IS MORE

Instead of a minibar in your room, we have got an XXL bar in the lobby for you. Our team will provide you with drinks and emergency sweets 24 hours a day.



SURF. PRINT. DONE.

With our free high-speed internet you are online anywhere in the hotel. If you need to print anything - such as flight tickets or entrance tickets - feel free to use our Work & Surf Station in the lobby.



PARKING

You can park your car on our 24 hours video monitored parking lot. The rule here is: first come, first served.



PSSST

To ensure that you have a good night sleep, there is night's rest after 10 pm at prizeotel. Don't worry, we are still there for you 24 hours a day and we also check the floors and all areas at night. Additionally, the hotel, parking lot and public areas are all under video surveillance.



CHECK OUT

Your room is yours until 12 pm on the day of your departure. But don't stress yourself out, if you are staying in the city for longer, you can leave your bags in our luggage room or book our Late-Check Out for 10 EUR and stay in your room until 3 pm.



#CHALLENGING

Our self optimization and hands-on mode is always on - we not only question what we do but what the industry does. We're unconventional & inquisitive. We stand for quality & strive for movement. We're brave & we trust in our team work.

STANDORT QUICKCHECK

2* ECONOMY HOTEL

#MACROLOCATION

- + German, Austrian, Swiss & Benelux regions
- + A & B destinations
- + selected European cities

#MICROLOCATION

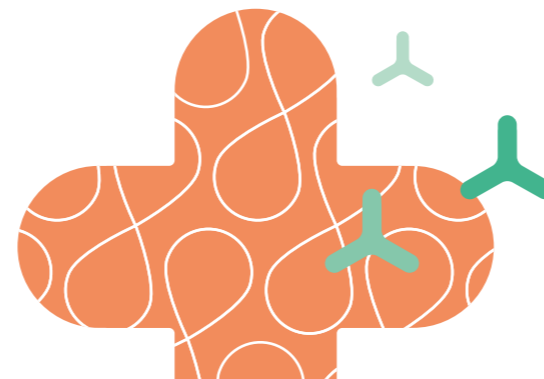
- + Excellent access to public transport
- + High visibility through central city locations

#DEVELOPMENTTYPES

- + New building
- + Stock conversion (e.g. office or residential buildings)
- + Acquisition and re-branding of existing hotels

#REALESTATE #LAND

- + Building land and projected objects with building permit (min. 3,500 sqm GFA)
- + Operator-free hotel properties with at least 125 and max. 350 rooms
- + Existing properties with 3,600 to approx. 10,500 sqm GFA
- + Portfolio properties with a maximum residual MV term of < 2.5 years
- + Single or multi-tenant objects with other uses
- + No leaseholds



#CONTRACTS

- + Purchase or long-term commercial lease agreement
- + Management contract

#TECHNICAL

- + Gross floor area: 30 sqm per room incl. all front of house and back of house areas
- + Net floor area: 16 sqm per room incl. bathroom (approx. 2.81 sqm)
- + Lobby-Lounge with reception, breakfast, bar and self-check-in
- + No full kitchen (only preparation kitchen), no conference and fitness rooms
- + FF&E grant: 9.000 €/room
- + Preferred are around 0.3 car parking spaces per guest room



construction site
prizeotel Erfurt-City

COLLABORATIONS



PRESS





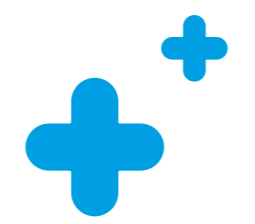
Dear reader,

Since the opening of our first prizeotel - the prizeotel Bremen-City - more than ten years ago, a lot has happened. Charles Darwin once said: „Nothing in the history of life is more constant than change“ - and even though we are fully aware that change is a continuous process of optimization, it is also true that some stories are more at the end of their storyline and others are still at the beginning. As a founder of prizeotel, I am absolutely certain that our story is at its beginning and that the exciting part still lies ahead of us and with all its feelings, the numerous small details and full colors still wants to be drawn.

But not only prizeotel, but also the whole hotel market is facing exciting times. Times in which companies with strong networks and a strong culture can develop their full strength. In order to promote this development, we consistently question ourselves and rely on a pronounced digitalization - this gives us the opportunity to individualize our service, host with all our senses and offer our team members a home. Our daily actions always follow this mission and in the conviction that the whole is more than the sum of its parts. Therefore I cordially invite you now to become part of this history and write a new chapter together with us! **It's all about the prize!**

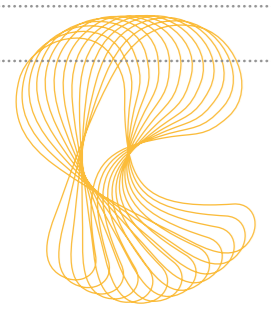
Your Marco Nussbaum





NOTES

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IMPRINT

DEVELOPMENT BOOKLET
OCTOBRE 2019

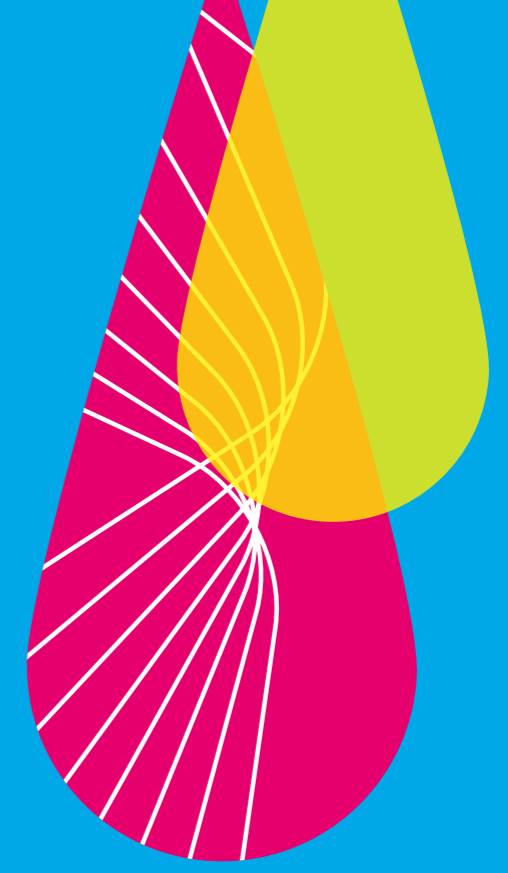
EDITION
50 ISSUES

LAYOUT & DESIGN
PASCAL LIELEG
ART DIRECTOR PRIZEOTEL

TEXT & CONCEPT
NELE HEIMBERG
MARKETING MANAGER

PHOTOGRAPHERS
CHRISTIAN BARTZ
ERIC LAIGNEL
PASCAL LIELEG
ISABELL STANGE
MALIN SARGE

CONTENT
Responsibil for the content is
©prize Holding GmbH





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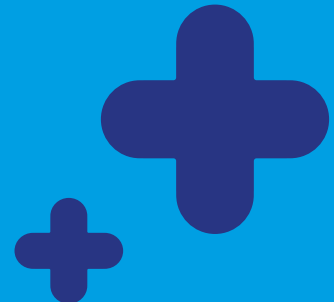
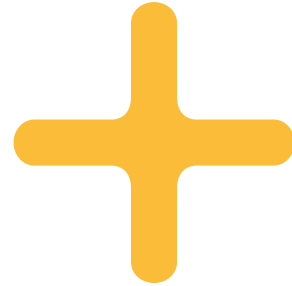
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