

Broermann Hotels & Resorts plan a future with Marriott's luxury brand Autograph Collection

- The objective is to establish our own compelling group of top-class hotels in direct partnership with the luxury brand Autograph Hotels with the strategic alignment being on heritage & health
- Current agreements with Kempinski AG will be fulfilled
- Strengthening of the individual and independent hotel identities, positioning in the global competition and the challenges of digitisation were crucial for the decision

Königstein im Taunus/Hamburg, 21 December 2017. The landmark hotels Falkenstein Grand and Villa Rothschild in Königstein im Taunus (near Frankfurt am Main) as well as the Hotel Atlantic Hamburg have adopted a new strategy to meet future challenges. They have concluded contracts with Autograph Collection, the luxury brand for hotels with an iconic character and unique individuality belonging to the leading global hotel group Marriott International, Inc. Collaboration with the globally-operating cooperation partner, which owns the renowned and prestigious hotel brands St. Regis and Ritz-Carlton, among others, will begin for the hotels in Königstein in the first quarter of 2020 with the Hotel Atlantic following in the first quarter of 2021.

With their new partner, the companies of Broermann Hotels & Resorts will enjoy maximum independence regarding the further development of their own brand identities and will also be strongly positioned in global hotel competition. Broermann Hotels & Resorts will simultaneously be creating the perfect starting point with this partnership for the strategic development of their own hotels, which will see the

elements of heritage & health come alive. As a result, the traditions of the hotels will be impressively harmonised with the lifestyles of tomorrow. Charismatic globetrotters, who always pursue an individual, self-defined and sophisticated lifestyle, travelling the world in an inquisitive and value-conscious way, will be able to experience a unique and exclusive flair at Broermann Hotels & Resorts. The first cornerstone of this concept was laid down in November this year with the new Villa Rothschild Grill & Health Restaurant in the Villa Rothschild in Königstein im Taunus. From August 2018, this new gastronomic approach will feature in the former bistro of Hotel Atlantic Hamburg with a Hanseatic-inspired touch. Together with its culinary concept of grilled offers, highly creative and modern vegetarian cuisine will also be offered to the cosmopolitan guests.

The current contracting party, Kempinski AG, was informed about the decision at an early stage so that the long-standing and trusting relationships can be used to create a constructive plan until the end of the agreed contracts.

"We saw the chance to continue managing our private hotels successfully, independently, autonomously and in a self-determined manner, but in association with a collection of hotels that promotes distinctiveness and individuality, in order to be in the best possible situation in the 21st century. These criteria, combined with the responses to the challenges of globalisation and the digital age are what will allow us to carry on our existing traditions into the future convincingly," say the Managing Directors Stefan Massa, Falkenstein Grand and Villa Rothschild, and Franco Esposito, Hotel Atlantic Hamburg, in explanation of the decision.

By adopting this solution, the hotels with their history of over 100 years have laid the foundations for another successful stage in their corporate history. The contracts were concluded for a term of 20 years each.

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About Broermann Hotels & Resorts

Three unique luxury hotels belonging to the five-star superior category are part of the collection of historic grand and boutique hotels of Broermann Hotels & Resorts. Discerning business and private travellers can discover business hideaways only 20 minutes from Frankfurt International Airport in Königstein im Taunus, which is also the headquarters of the hotel group: the Falkenstein Grand Kempinski and the Villa Rothschild Kempinski. Those who want to discover the fascination of the North and the Free and Hanseatic City of Hamburg for personal or business purposes can find true fulfilment in a maritime and urban atmosphere in the Hotel Atlantic Kempinski Hamburg. All three of these top hotels stand for hospitality as a tradition, authentic warmth and an extremely discerning hotel business. Culinary enjoyment also distinguishes the hotels – excellent kitchens and services play a special role in the stays of the guests. Professional fitness and therapeutic spa offerings perfectly round out the service portfolio of the hotel.