

CONCEPT DESIGN & PROJECT MANAGEMENT

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**EXCLUSIVE HOTEL PROJECT** IN **HAMBURG**

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## PREVIEW OF THE HOTEL SECTOR IN GERMANY...

Before the pandemics, Germany's Top 9 cities were considered safe heavens and saw sustained interest from global hotel investors. This appetite, partially fueled by record-low interest rates, has led to an unparalleled construction boom. In 2019, 45 hotels with over 8.000 rooms opened across these Top 9 cities.

With the pandemics, without any surprise, also Germany's Top 9 cities still suffered significantly in 2021, recording occupancy declines up to -8%.

Nevertheless, as the pandemic caused some hotel openings to be postponed to 2021, Germany saw 87 hotels open across the Top 9 cities increasing room supply by 15.500 rooms.

In 2021 and 2022, it has become clear that the **German hotel market has proven to be more resilient compared to other European countries...**

## PREVIEW OF THE HOTEL SECTOR IN GERMANY...

May 2022 data shows a strong start into the year with KPIs showing that the hotel industry is on the way to recovery. Especially **Hamburg**, *the city with Europe's third largest port*, even record individual KPIs nearly on par with their performance from 2019.

The actual occupancies for May 2022 seem to show a good recovery for the German hotel market, with occupancies well above 65% in 10 cities. Berlin and Hamburg are the top performers for May with occupancies reaching 78%.

This is an increase from 2021 by an astonishing **392,4%** in Hamburg and 360% in Berlin. Both of the cities were close to reaching 2019 numbers when Occupancy in May was around 83%.

# PREVIEW OF THE HOTEL SECTOR IN GERMANY...

Since the beginning of the pandemic, a clear selection process has been observed, which may become even more pronounced in the progression of the market recovery; the hotels that will win in the future will be those that can score points with sustainable, target group-specific and digitally oriented concepts, among other things...

In other words, in the new era of hotel sector, besides a digitally oriented concept, a **specific customer target** will be certainly be vital to survive in the market.

# PREVIEW OF THE HOTEL SECTOR IN GERMANY...

From an investor's perspective, round-the-clock use of an asset with multiple usages is not just a profitable investment, but also mitigates risk. Subsequently, the orientation toward mixed-use assets will become inherently more present.

**Mixed-Used Assets** are ultimately the result of modern urban development, combining living, working, shopping, fitness, gastronomy, leisure and even education. Located in central locations with good public transport connections, users benefit from a central infrastructure as well as short distances between living, working and recreation.

**OUR HOTEL PROJECT HAS BEEN PLANNED  
BASED ON THESE FACTS, REQUIREMENTS  
AND EXPECTATIONS...**

**THIS PROJECT WILL  
BE MUCH MORE THAN  
A STANDARD HOTEL...**

# THIS HOTEL IS NOT ONLY FOR TOURISTIC REASONS, BUT MORE AN INTERNATIONAL BUSINESS BRIDGE TO CONNECT...

TURKISH BUSINESS PEOPLE WILL MEET WITH GERMAN AND INTERNATIONAL BUSINESS NETWORK IN „THEIR HOUSE“ IN HAMBURG...

GERMAN INVESTORS AND ENTREPRENEURS WILL KNOW THE DIRECT ADDRESS TO FIND THE RIGHT TURKISH BUSINESS CONNECTIONS FROM CONSTRUCTION, REAL ESTATE, TOURISM, SPORTS AND ANY OTHER BUSINESS BRANCHE...





# THE HOTEL INFO

**CONCEPT:** City/ Business Hotel

**SEGMENT:** Upscale

**LOCATION:** Hamburger Str. 22083 Hamburg/ Germany

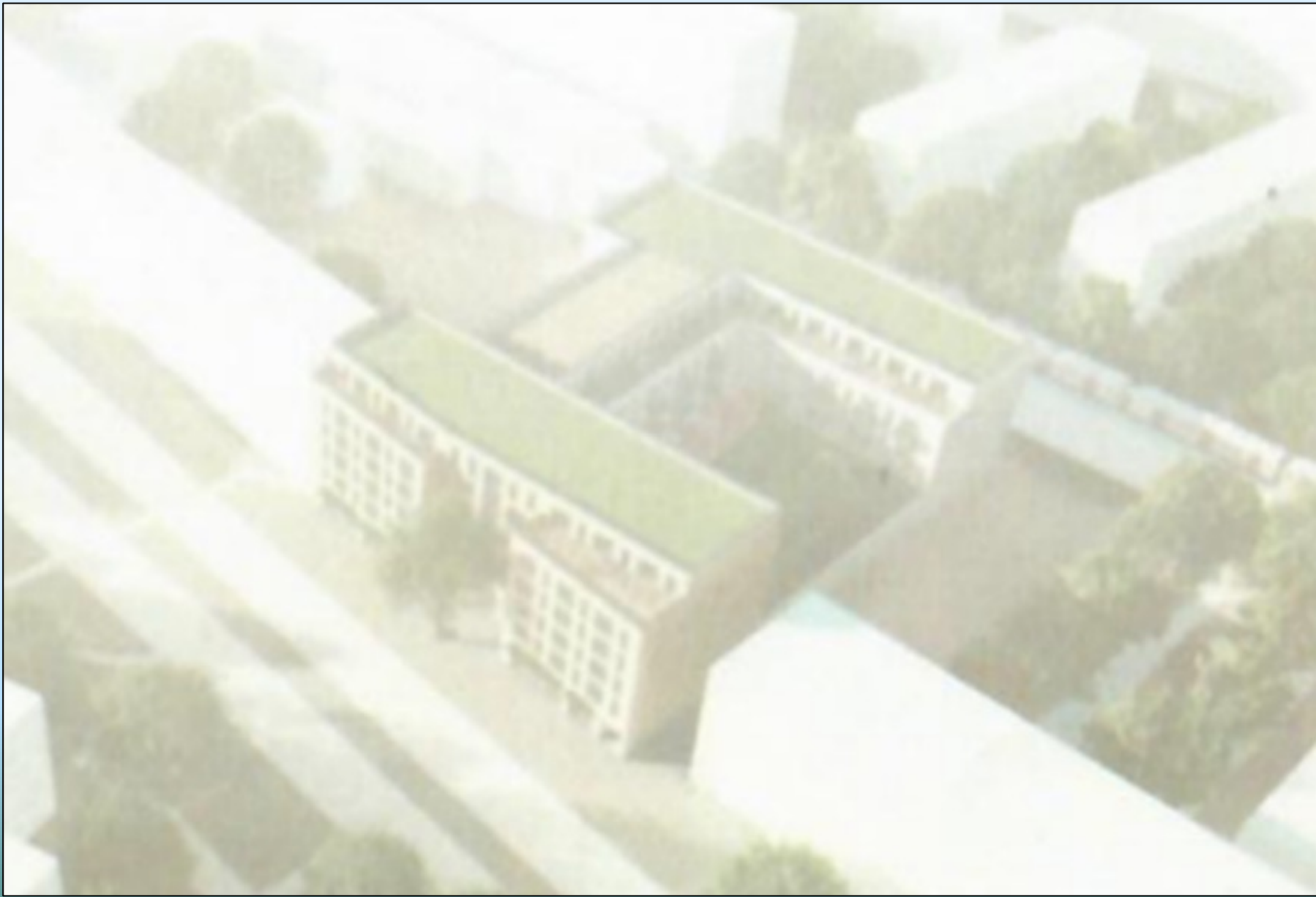
**LAND:** 3.450 sqm

**GROSS INTERNAL AREA:** min. 11.000 sqm  
(Haus 1 + Haus 2 + Haus 3) + Underground parking for 89 vehicles.

**Number of Rooms:** +/- 150

**Types of Rooms:** Standard (15 m<sup>2</sup>), Business (18 m<sup>2</sup>), Executive (33 m<sup>2</sup>)

**90%** yearly occupancy rate/ 2-3 nights average Length of Stay.

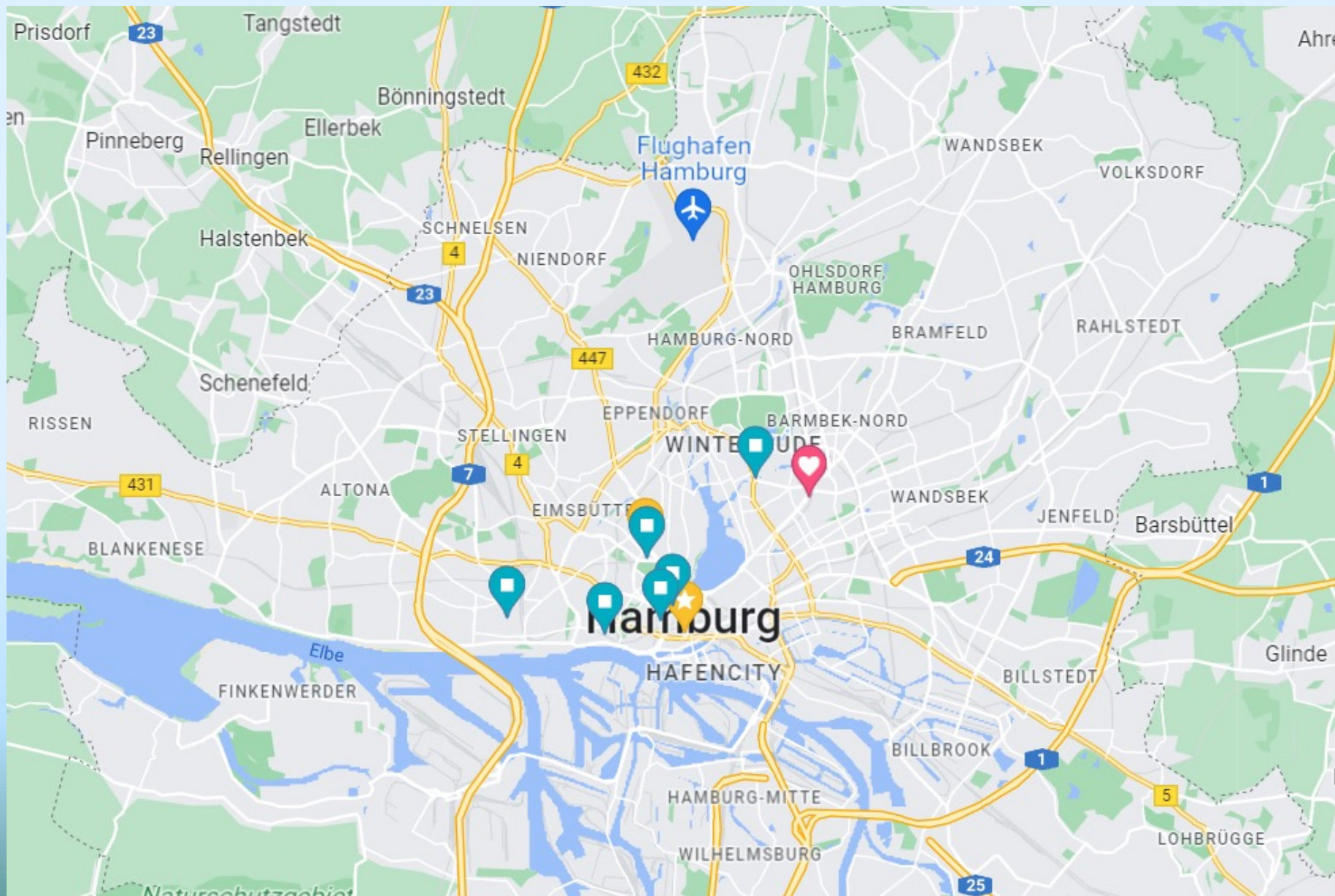


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OUR HOTEL PROJECT IS LOCATED RIGHT WHERE **HEART** IS...





OUR HOTEL PROJECT IS LOCATED RIGHT WHERE **HEART** IS...





THIS BUILDING IS **HAUS 1**. THE MAIN ENTRANCE WILL BE RIGHT IN THE MIDDLE. ON THE RIGHT, **A+ RESTAURANT** AND ON THE LEFT SIDE OF THE ENTRANCE **TOURISM AGENCY/ BAR** WILL BE PLACED. ABOVE THE AGENCY, THERE WILL BE **MEETING ROOMS**.





# HOTEL FACILITIES & FUNCTIONS

**A+ Restaurant/ Bar** – In the lunch time, the restaurant will be one of the top meeting points in town for business lunches. In the evening, the restaurant and the bar will turn into a “**prominent dinner location**” of the city.

**Café in Japanese Garden**- In the atrium of the hotel, there will be an exclusive Japanese garden and within the garden there will be a café with a unique atmosphere in town with world standard patisserie menu.







A VIEW FROM THE ATRIUM THAT WILL TURN INTO A JAPANESE GARDEN...





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# HOTEL FACILITIES & FUNCTIONS

**Terrace Café/ Bistro** - At the top of the Haus 2, there will be indoors and outdoors café and bistro with a relaxing view. There will be a direct access from the Haus 1 where partly the meeting/ conference rooms will take place. It will be in service from breakfast service to the late-night drinks.

**Meeting/ conference rooms** – The main aim of this hotel is to be the first option of national and international business people. In that respect, expected to be booked out meeting & conference rooms are inevitable.



# HOTEL FACILITIES & FUNCTIONS

**Travel Agency/ Bar** – An exceptional brand-new concept; another external & internal point of attraction for the hotel. Agency/bar will bring a new model to the active marketing & sales.

**International/ Domestic Real Estate Agency-** The agency will be marketing & selling either residential or commercial properties for investment. The agency will function - metaphorically- as an “exchange office”; South European or Middle Eastern properties for Germans, Hamburg and German properties for the visitors from foreign countries. Possible customers will be watching demo videos on big screens; there will be launching events of construction companies and there will be a sales packages organizing the either domestic or international trips to the locations of the properties.

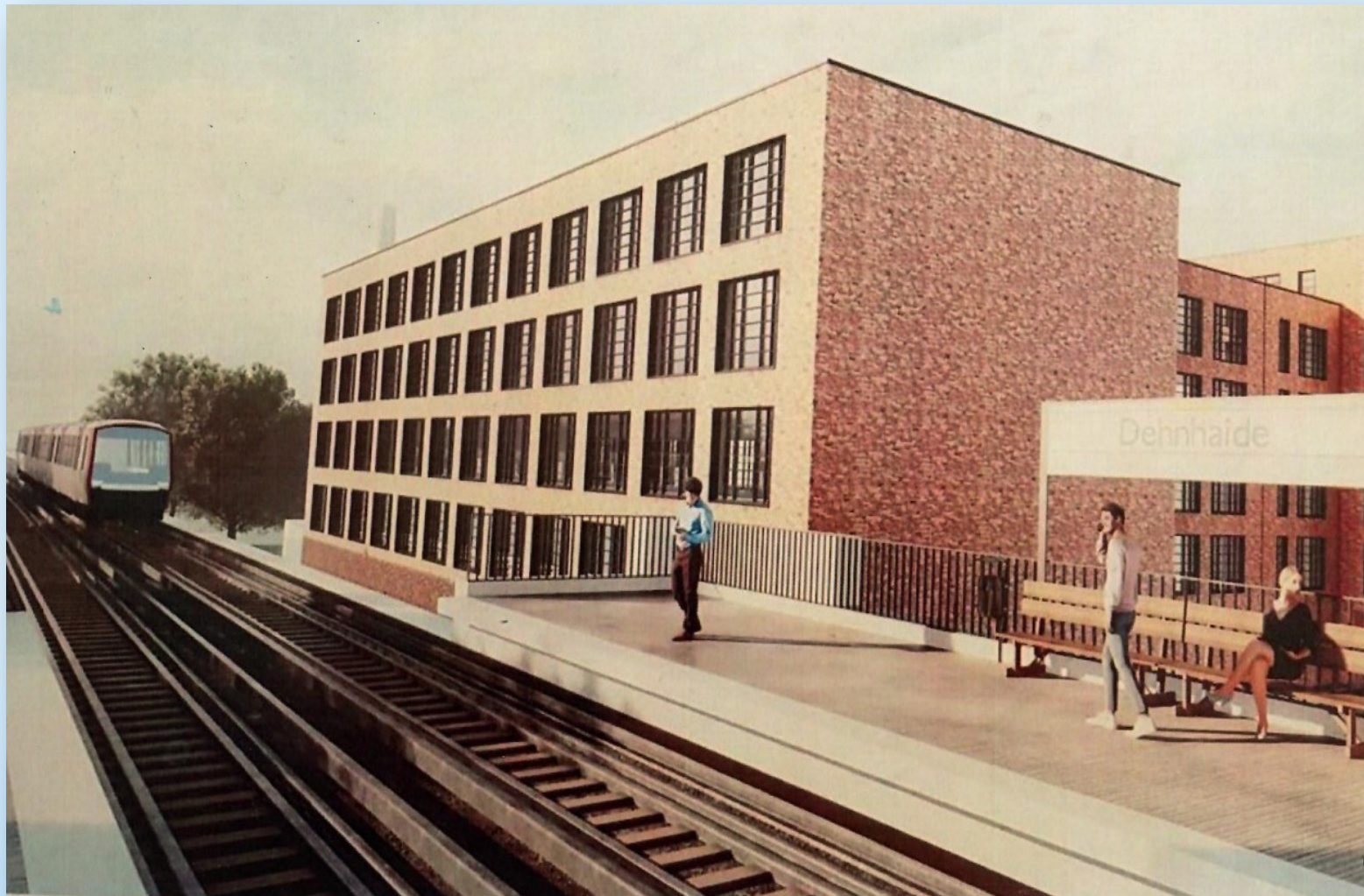
# HOTEL FACILITIES & FUNCTIONS

**Coiffeur** – Hair dressing, manicure, pedicure & skin care both for **men** & **women**...

**Massage Rooms** – After the meetings that might last for the whole day, the guests will be fascinated to have a relaxing massage service coming from highly professional therapist from Asia...







THERE IS ALREADY A METRO/ TRAM STATION RIGHT BEHIND THE HOTEL...  
THIS LINE CONNECTS THE HAMBURG AIRPORT AND THE MAIN TRAIN STATION  
WHICH IS WALKING DISTANCE AWAY FROM THE HISTORICAL CITY CENTER...



# FOR YOUR INFORMATION...

BESIDES THE PRIVATE CITY TOURS AND CONSULTATION FOR EVERY KIND OF CULTURAL, ENTERTAINING, SOCIAL ACTIVITIES IN THE CITY, THERE WILL BE **VIP-AFTER HOUR EVENTS** ORGANIZED BY THE HOTEL MANAGEMENT...

THESE EVENTS WILL TAKE PLACE ON A ROOF TOP WITH A CITY VIEW OR IN A PRIVATE YACHT OR IN A SECRET GARDEN...

THERE WILL BE SO MANY SOLID REASONS TO TURN VISITING AND STAYING IN THIS HOTEL INTO A HABIT...

**THIS HOTEL WILL SERVE MUCH MORE THAN A HOTEL...**

