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## Rezidor and prizeotel launch joint hotel project in Bern (Switzerland)

*Late 2019 will see the opening of the first hotel in Switzerland by the Germany-based prizeotel group. The new hotel will comprise 188 rooms and be located at the former Swiss Post headquarters at Viktoriastrasse in Bern. The project is the group's first joint venture with the Belgium-based Rezidor Hotel Group, which this year acquired a 49 percent stake in the prizeotel economy design chain. The Bern project highlights the ambitious expansion strategy which Rezidor and prizeotel plan to pursue in Switzerland.*

It's a major development which will have far-reaching impact on the hotel industry in Switzerland – and in Bern in particular. The opening of the new prizeotel in three years' time will see the number of guestrooms in the Swiss capital increase by 188. And it will be the largest hotel in the city. The German economy design chain currently operates three city-centre properties in Hamburg, Bremen and Hanover totalling 555 rooms. In close cooperation with the Rezidor Hotel Group, prizeotel plans to pursue an ambitious growth strategy in Switzerland, a priority target market for short-to-medium term brand development together with expansion in Germany, Austria and the Benelux countries.

prizeotel founder and CEO Marco Nussbaum says: "The pioneering project in Bern is the first resulting from our promising new partnership with Rezidor. We are convinced of the importance of the Swiss market. By combining design, technical innovation, top location and very attractive prices, our aim is to create a niche market not only in Bern but also other Swiss cities – a market with the potential to attract high demand."

Proprietor and lessor of the Bern property is the Swiss Prime Site real estate company, a contractual partner which for the first time does not originate from the direct business circle of prizeotel. Connor Ryterski, prizeotel Head of Development, will be responsible for the project development with Swiss Prime Site: "In signing this agreement in Bern we have now exceeded the 1000 guestroom mark. In addition to our existing hotels, we are already expanding the prizeotel in Hamburg City with a further 177 rooms and are currently constructing a prizeotel in Hamburg-St.Pauli (257 rooms). Together with the new 188 rooms in Bern, our total is now 1177."

## Rezidor expansion strategy in Switzerland

The Brussels-based Rezidor Hotel Group is fully convinced of the strategic value of its cooperation with prizeotel. Rezidor Group President and CEO Wolfgang M. Neumann explains: "We are delighted to partner with prizeotel, an entrepreneurial and creative economy brand. It ideally complements our own compelling brand portfolio currently ranging from mid-scale to luxury, and facilitates our responsiveness to the evolving needs of our guests." The Rezidor Hotel Group this year purchased a 49% stake in prizeotel, with the option of acquiring the remaining 51% in four years' time. Elie Younes, Executive VP and Chief Development, is also confident for the future: "The joint venture in Bern heralds the start of our ambitious expansion strategy throughout Switzerland, coupled with higher added value."

All prizeotels are created by New York-based star designer Karim Rashid. The brand concept embraces urban design, innovative and guest-friendly technology (including free high-speed Internet, mobile check-in), modern design and unconventional service for business and leisure and guests – and with room rates starting from 59 Euros per night.

**Further information and photo material:**

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**About The Rezidor Hotel Group**

The Rezidor Hotel Group is one of the most dynamic hotel companies in the world and a member of the Carlson Rezidor Hotel Group. The group features a portfolio of approximately 475 hotels in operation or under development with 104,000 rooms in over 80 countries. Rezidor operates the core brands Radisson Blu and Park Inn by Radisson in Europe, the Middle East and Africa (EMEA), along with the Club Carlson<sup>SM</sup> loyalty program for frequent hotel guests. In early 2014 and together with Carlson, Rezidor has launched the new brands Radisson RED (lifestyle select) and Quorvus Collection (luxury). Since 2016, Rezidor also owns 49% of prizeotel. Rezidor has an industry-leading Responsible Business Program and was awarded one of the World's Most Ethical Companies by the US think tank Ethisphere. In November 2006, Rezidor was listed on the Nasdaq Stockholm, Sweden. Carlson, a privately held global hospitality and travel company, based in Minneapolis (USA), is the majority shareholder. The corporate support office of The Rezidor Hotel Group is based in Brussels, Belgium. For more information, visit [www.rezidor.com](http://www.rezidor.com).

**About prizeotel**

prizeotel is a budget design hotel brand, founded in Germany in 2006 by hotelier Marco Nussbaum and real estate economist Dr Matthias Zimmermann. For the development of its properties, prizeotel cooperates closely with New York based international designer Karim Rashid. His style is evident in all the hotels, from the layout of rooms and corridors to the lobby lounge – hence the concept of signature brand hotels. In March 2016 the Belgium-based Rezidor Hotel Group purchased a 49 percent stake in prizeotel. The medium-term aim is to establish for this most unconventional economic design hotel chain and qualitative leader a presence in the core markets of Germany and other selected international cities.

Further information: [www.prizeotel.com](http://www.prizeotel.com)