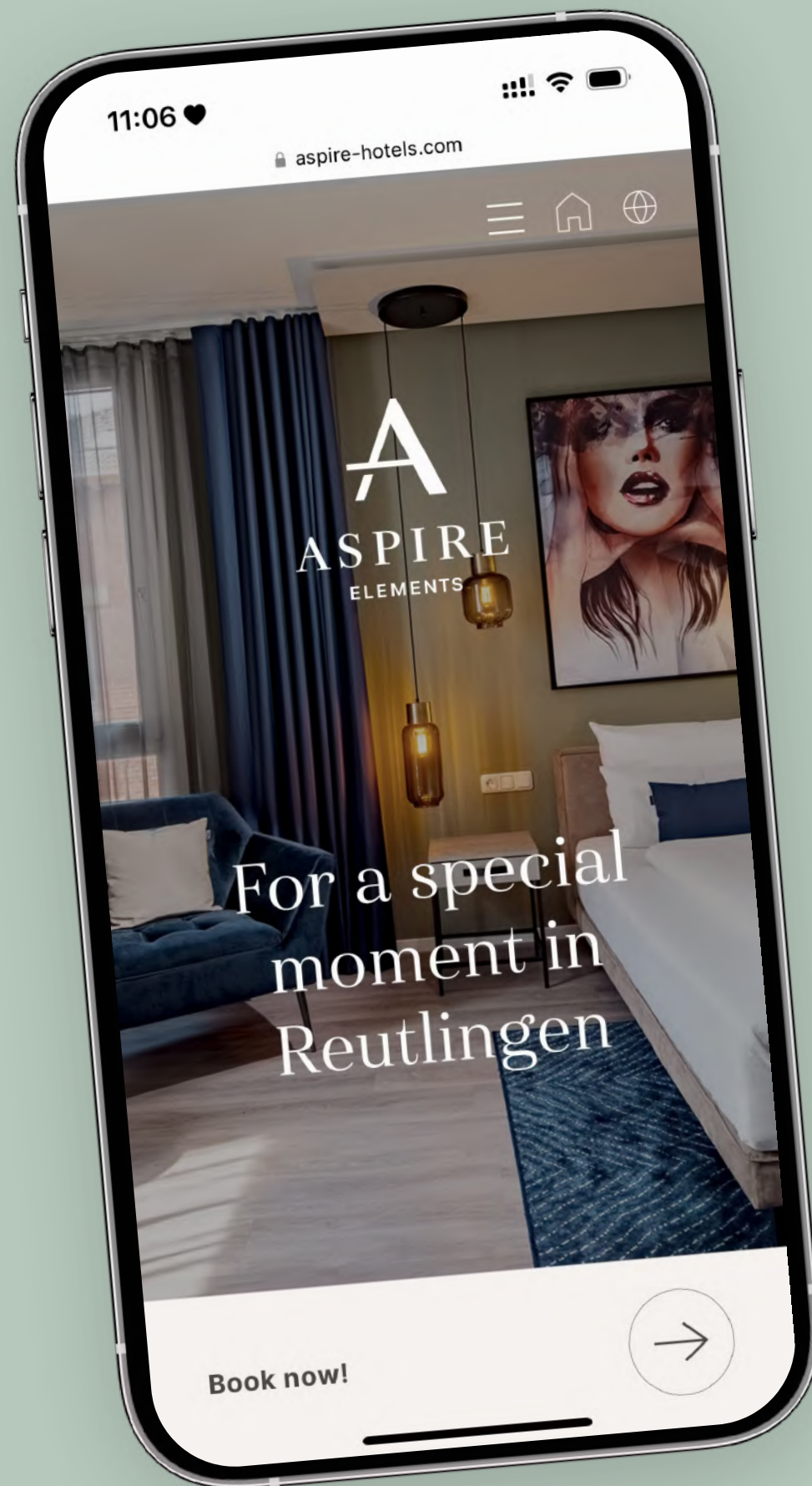




ASPIRE

HOTEL



Aspire – Where Hospitality Meets Heart

When you choose an Aspire boutique hotel for your stay, you're making a conscious choice for your own well-being. Our commitment is to create an experience that feels as familiar and comforting as your own home. With an abundance of sensitivity and 25 years of expertise in the upscale hotel industry, we skillfully balance design, comfort, and exceptional service to ensure your stay is truly memorable.

About Aspire Hotel GmbH

Aspire Hotel GmbH was founded by two prominent German hotel entrepreneurs, each with a robust background in both the real estate and hotel sectors. Our unique approach involves acquiring hotel assets through a company-affiliated with best-in-class operations.

Brand Identifiers

Brand loyalty and guest loyalty are more important to us than ever before.

Our complimentary amenities include:

- Water
- Coffee
- Bike rental
- Wi-Fi

... and much more.



LEADERSHIP



Andreas Erben
CEO



Heiko Grote
CEO



André Pietz
DEVELOPEMENT MANAGER

Andreas Erben

has over 25 years of experience in the real estate industry, with a particular emphasis on hotel real estate for more than 15 years

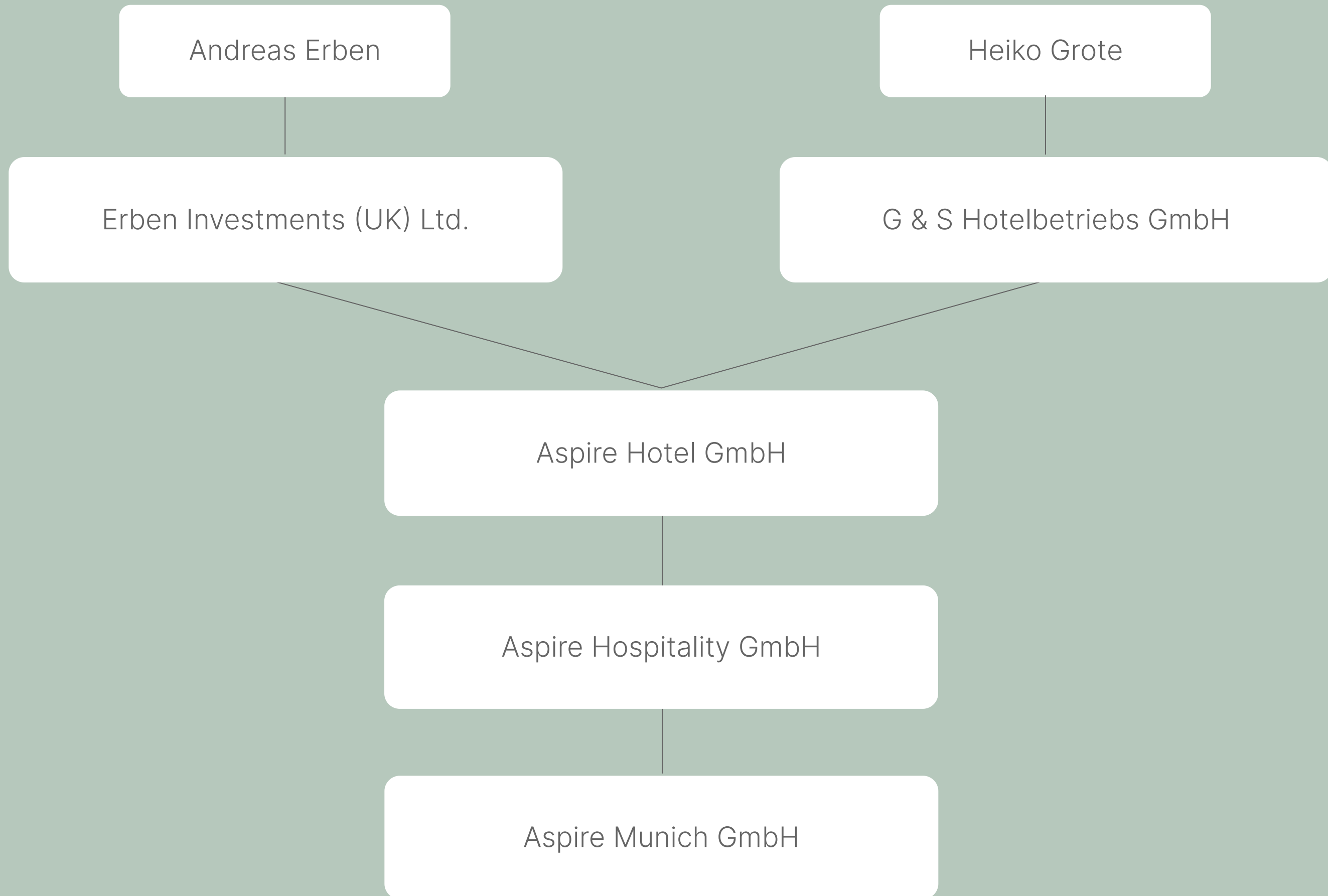
Heiko Grote

a Second-Generation Hotelier, Certified Hotel Manager, and Chef with Over Three Decades of Industry Expertise

André Pietz

has accumulated over 25 years of experience in the international hotel industry. With more than 13 years dedicated to hotel development, he has previously contributed his expertise to renowned hotel chains across Europe





FACT SHEET



BERLIN
HEADQUARTER

2018
FOUNDING YEAR

€31,6M
REVENUE

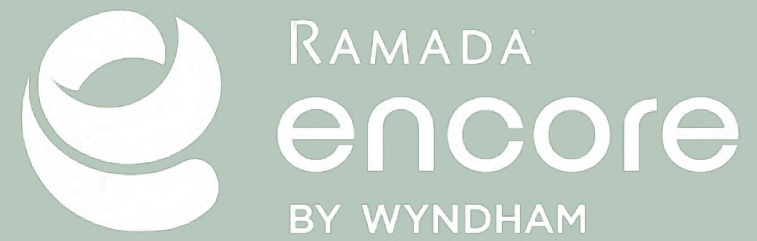
72,1%
OCCUPANCY

1473
ROOMS

13
HOTELS



BRANDS



VISION 2026

€75M

REVENUE

85%

OCCUPANCY

2500

ROOMS

20

HOTELS



myroom24 Partnership

With myroom24 as our partner, the Aspire Group extends its reach beyond the day-to-day business to tap into the long-stay market.

This strategic collaboration allows us to engage with new target groups and unlock an additional revenue stream.

Typically, hotels achieve an average occupancy rate of around 85%. myroom24 specializes in renting out the remaining 15%, effectively boosting our occupancy rate to approximately 90%.

Simultaneously, cost reductions further enhance our EBITDA, contributing to a 30% increase.

This partnership empowers us to optimize capacity utilization, surpassing our competitors in the process.

myroom24 stands as the premier marketplace booking platform for long-stay guests. They transform hotel rooms into permanent living spaces, offering an affordable monthly housing solution that's both flexible and convenient.





Contactless Technology Advancement

Our 24/7 Self-Check-In Terminal represents a significant advancement in contactless technology. It not only reduces labor costs but also enhances operational efficiency while saving guests valuable waiting time.

This innovation elevates the customer service experience to an entirely new level.





ESG (Environmental, Social, and Governance) Initiatives

At Aspire, our investment decisions and sustainability principles revolve around creating value for society while bolstering our corporate reputation.

The Aspire Group is actively committed to:

- **Environmental Responsibility:** We are dedicated to minimizing our external environmental impact, with the ultimate goal of becoming a carbon-neutral company. We're taking steps to combat the climate crisis and promote eco-friendly practices.
- **Social Impact:** Our efforts extend to fostering a positive impact on the future of our employees, our company, our valued guests, and our esteemed partners.

Through our ESG initiatives, we aim to contribute positively to both society and the environment, aligning our business with responsible and sustainable practices.



ARTIFICIAL INTELLIGENCE



AI Revenue Management

Our AI-driven revenue management system empowers us to generate profitable demand and strengthen our brand. AI has the capacity to analyze hundreds of variables simultaneously, including sales patterns, customer foot traffic, and external data such as weather conditions, current events, and public holidays.

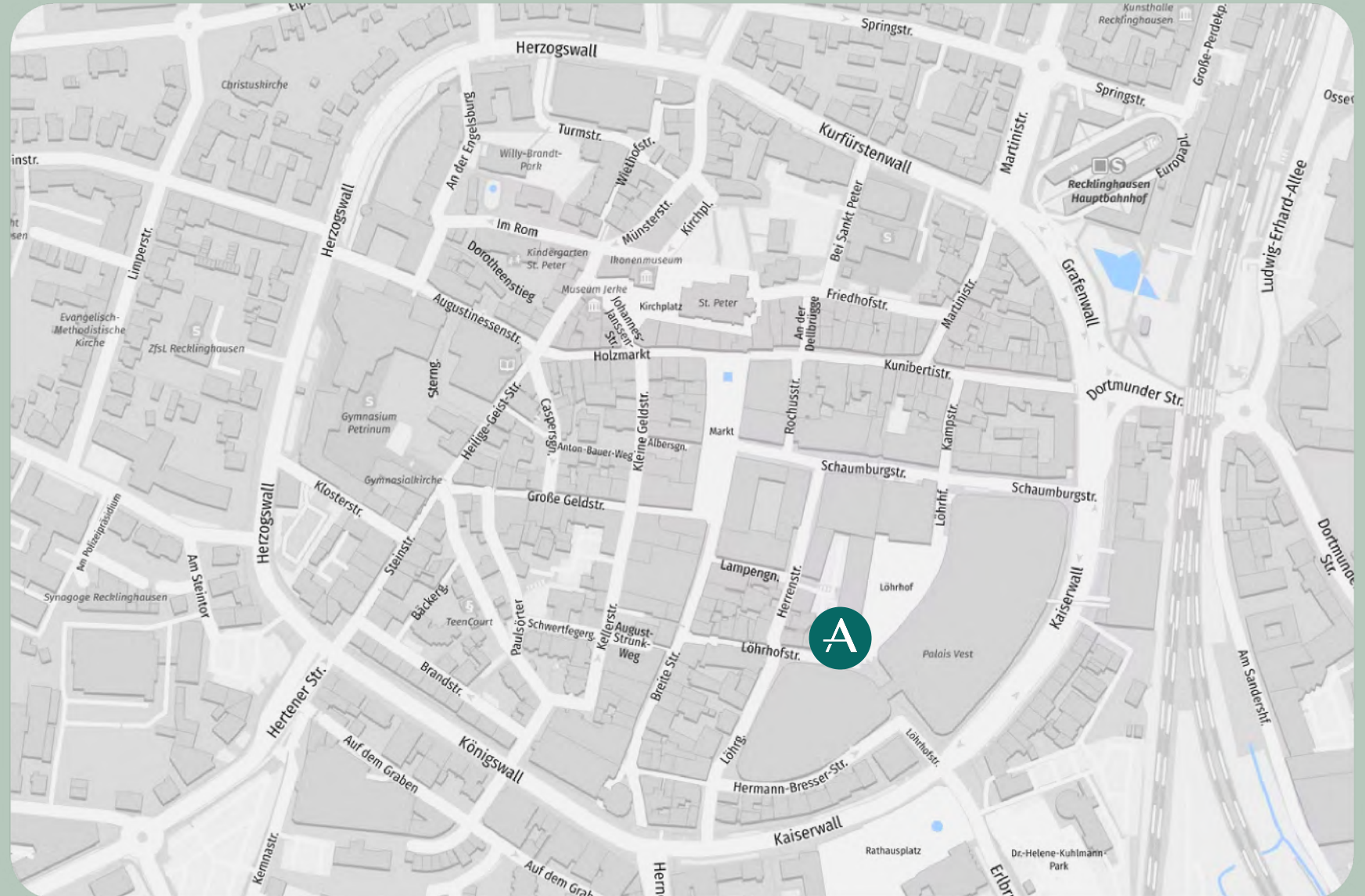
This sophisticated approach ensures precise decision-making and maximizes revenue opportunities.



ASPIRE PALAIS



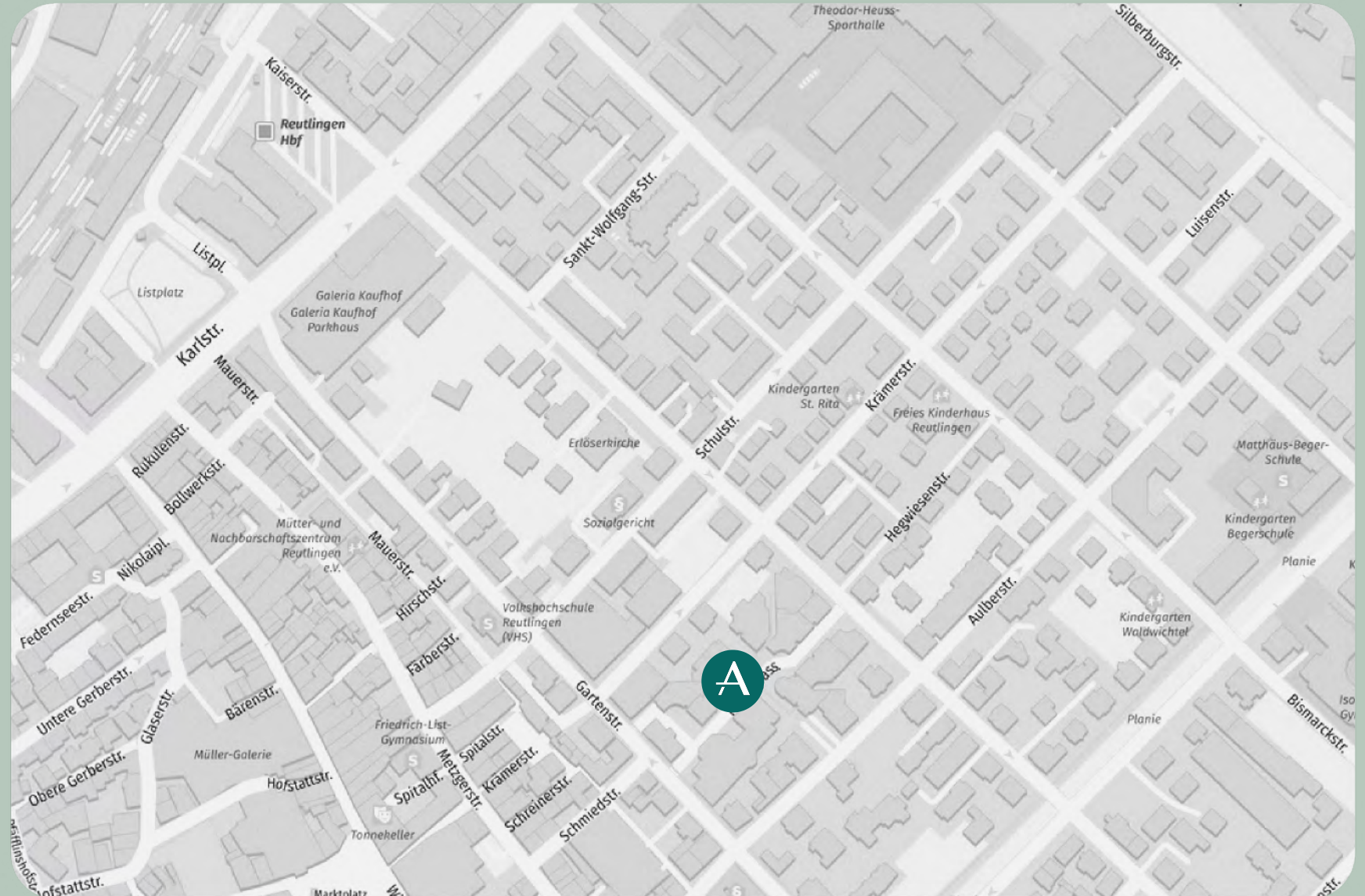
Location	Recklinghausen
Status	Open
Opening	03/05/2024
Category	3 Stars
Rooms	61
Brand	Wyndham



ASPIRE ELEMENTS



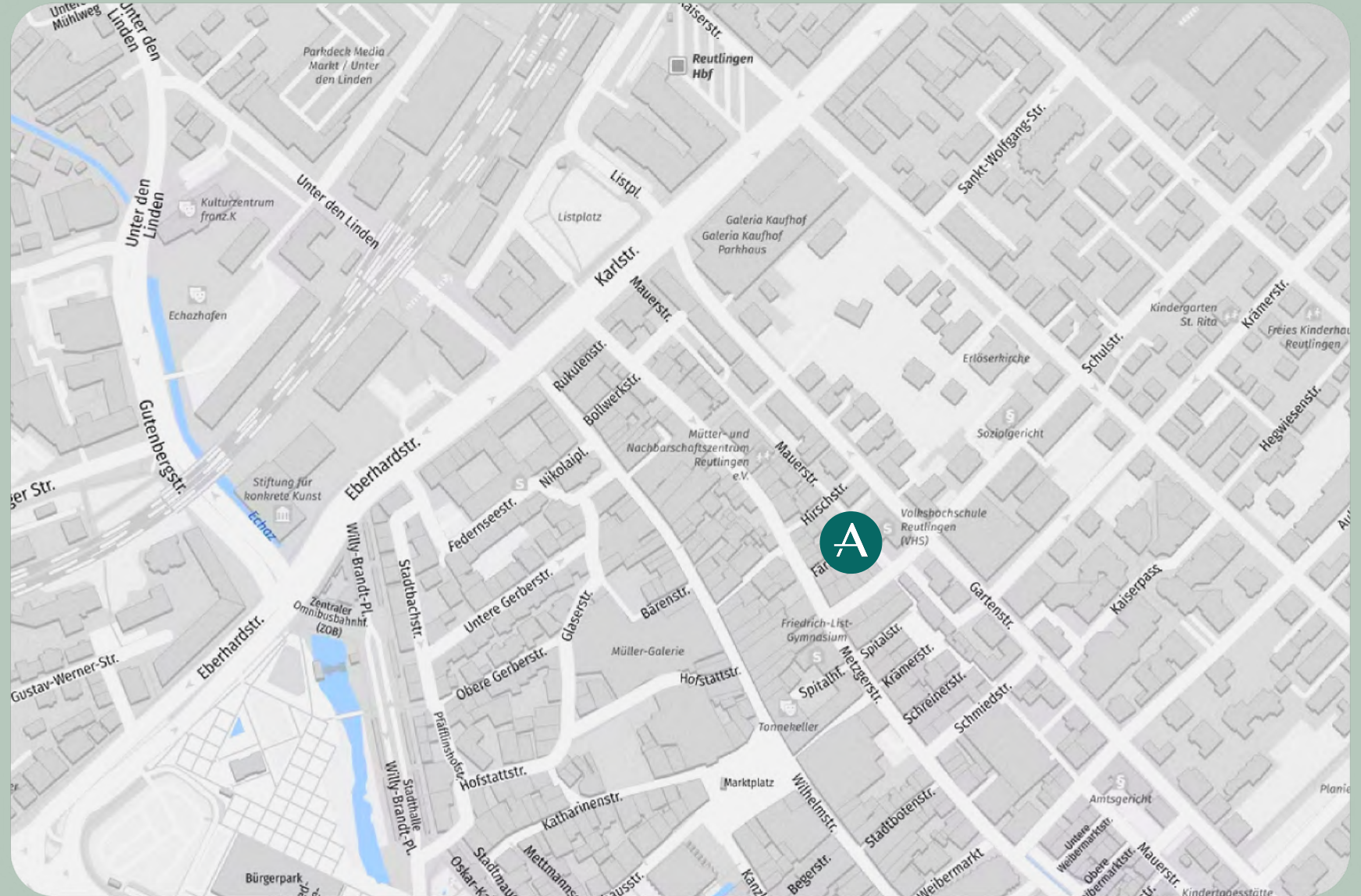
Location	Reutlingen
Status	Open
Opening	01/03/2018
Category	3 Stars
Rooms	51
Brand	Wyndham



ASPIRE CASTILLO



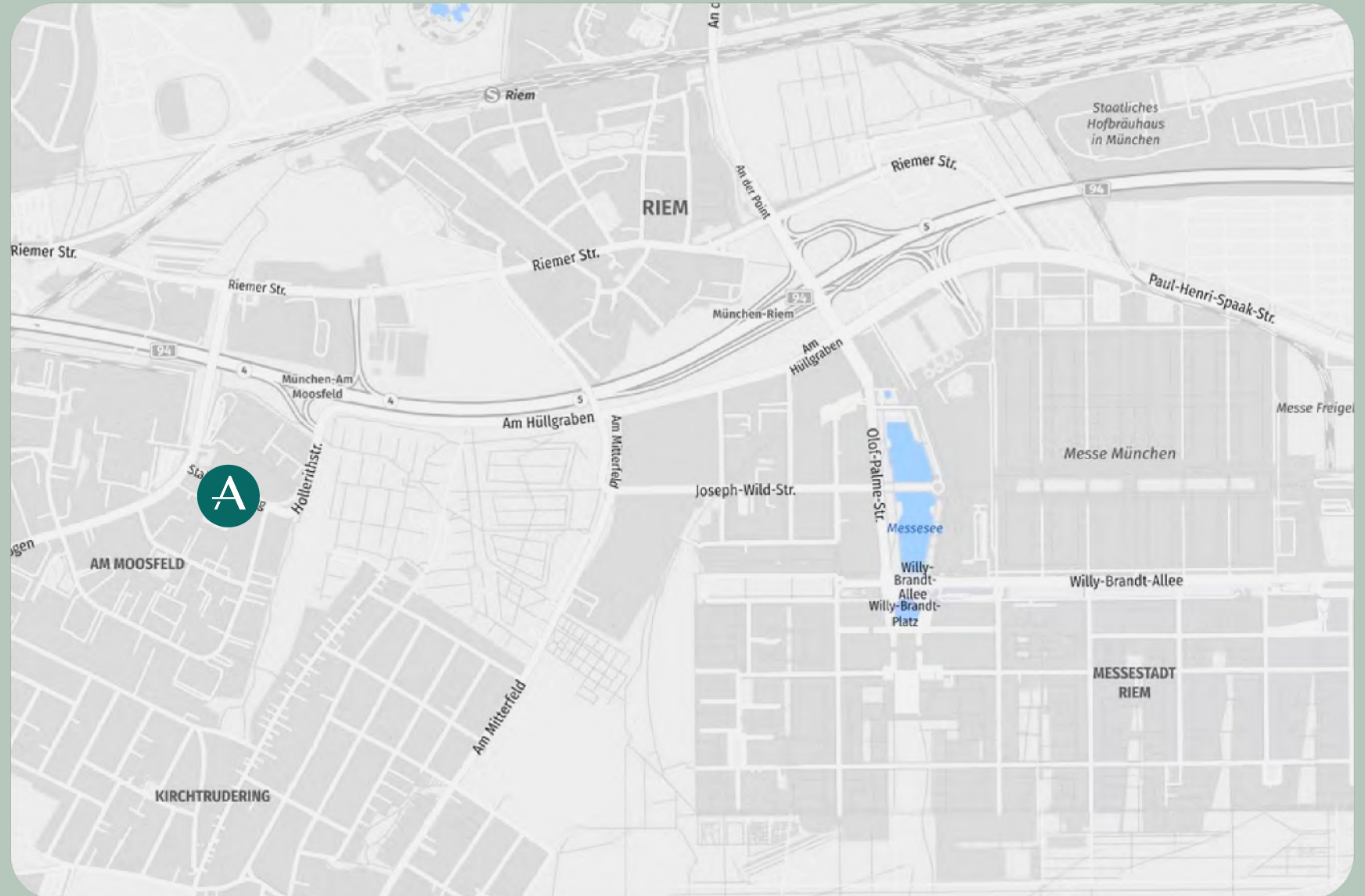
Location	Reutlingen
Status	Open
Opening	01/09/2023
Category	3 Stars
Rooms	20
Brand	Wyndham



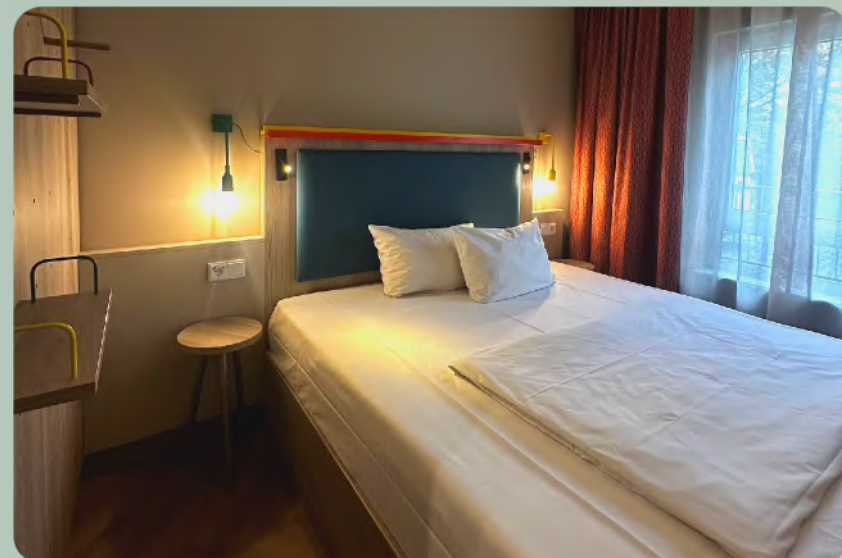
RAMADA ENCORE MUNICH MESSE



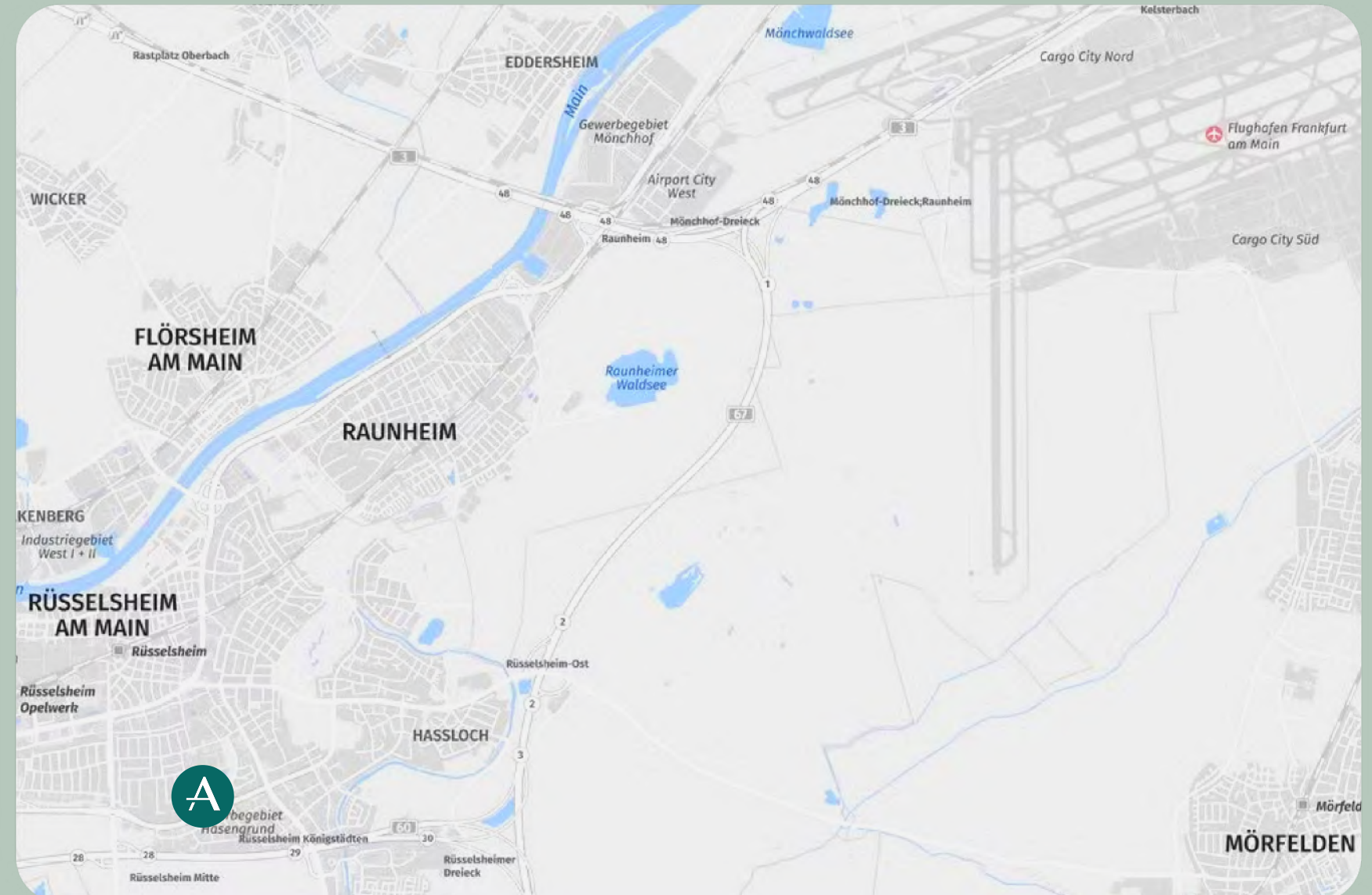
Location	Munich
Status	Open
Opening	01/11/2019
Category	3 Stars
Rooms	366
Brand	Wyndham



ASPIRE FRANKFURT AIRPORT



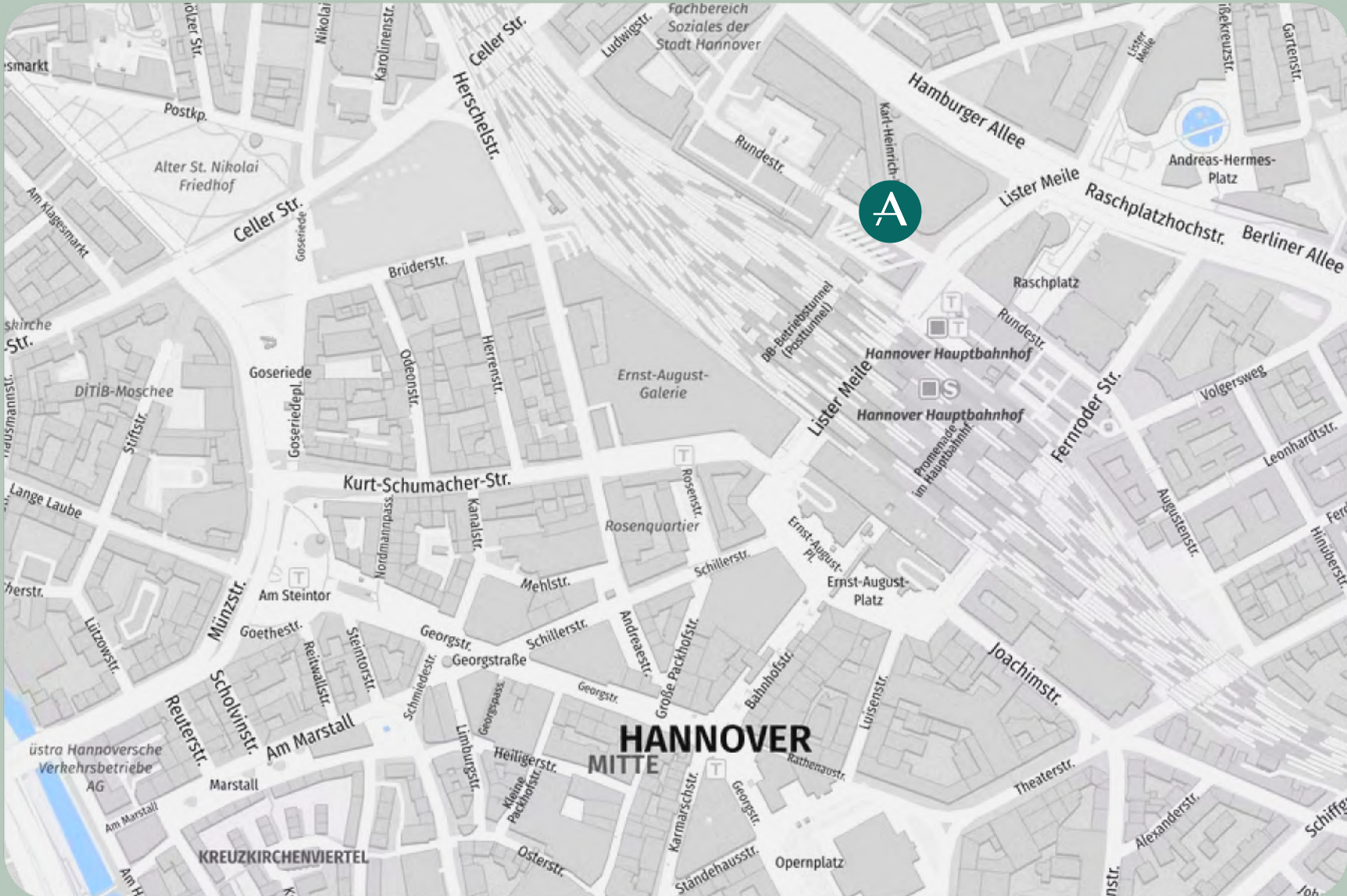
Location	Rüsselsheim
Status	open
Opening	29/02/2024
Category	3 Stars
Rooms	109
Brand	Wyndham



NOVOTEL SUITES HANNOVER CITY



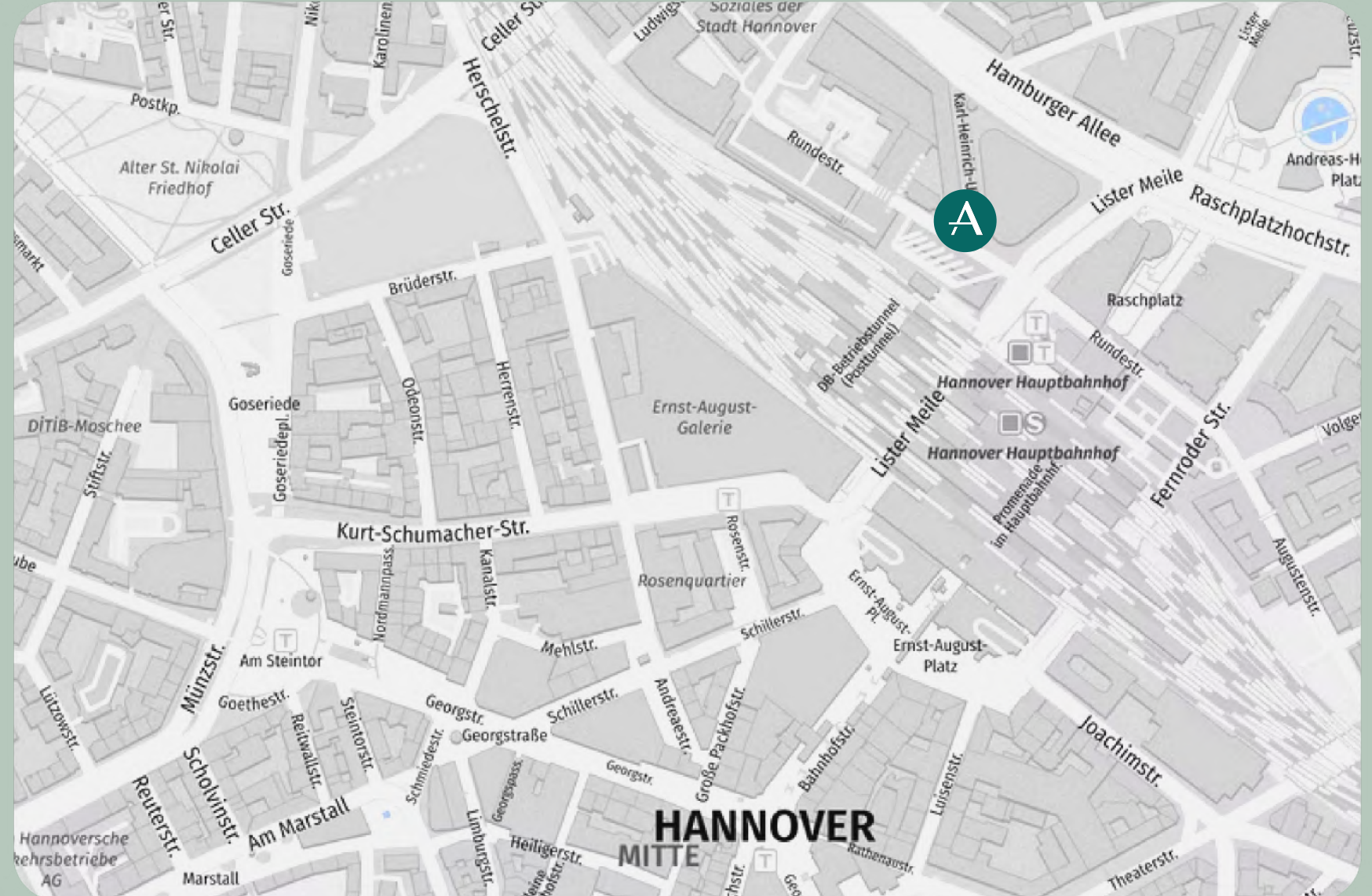
Location	Hannover
Status	Open
Opening	01/06/2024
Category	3 Stars
Rooms	123
Brand	Accor



IBIS BUDGET HANNOVER HBF



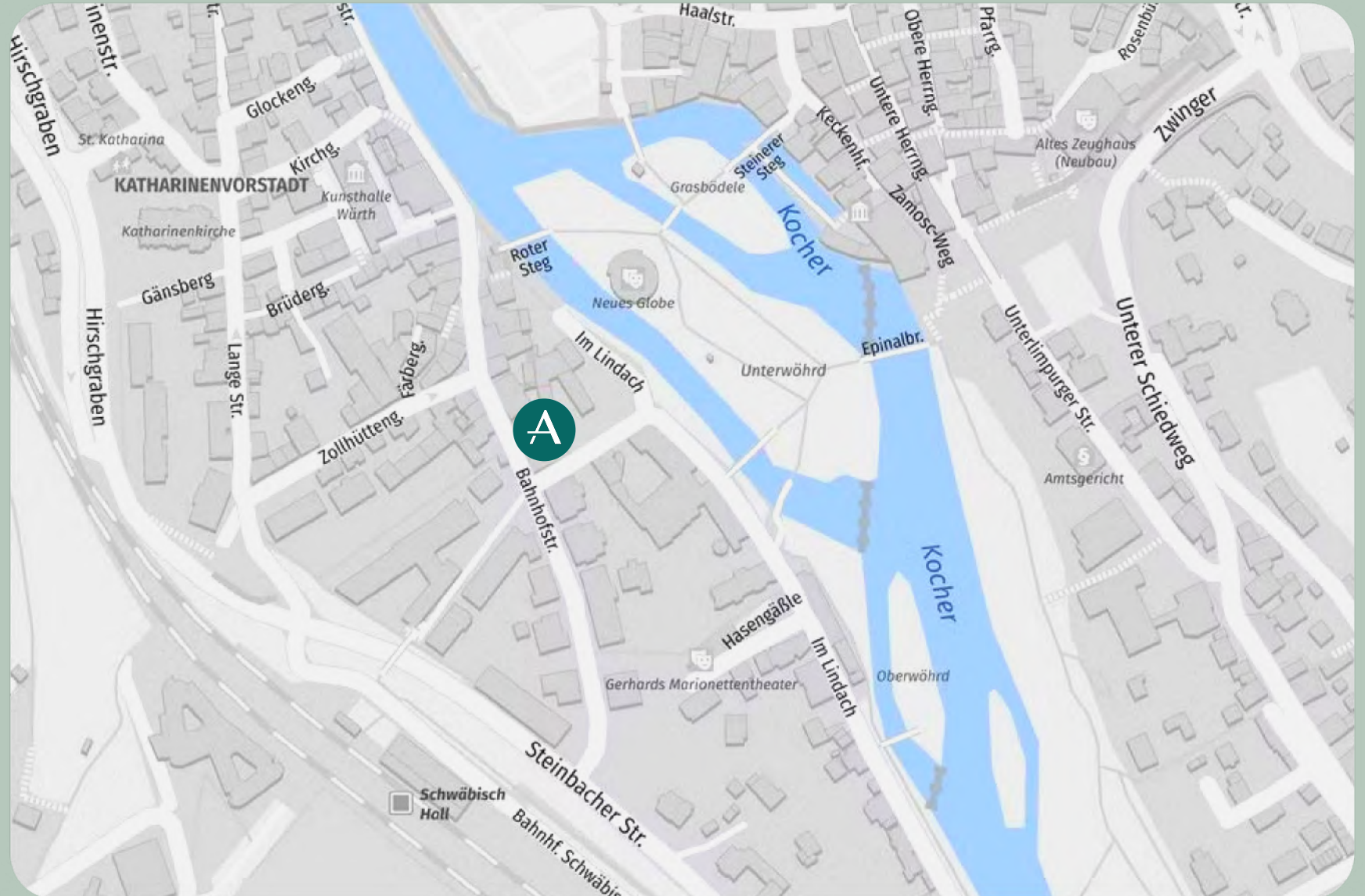
Location	Hannover
Status	Open
Opening	01/06/2024
Category	3 Stars
Rooms	101
Brand	Accor



ASPIRE KRONPRINZ



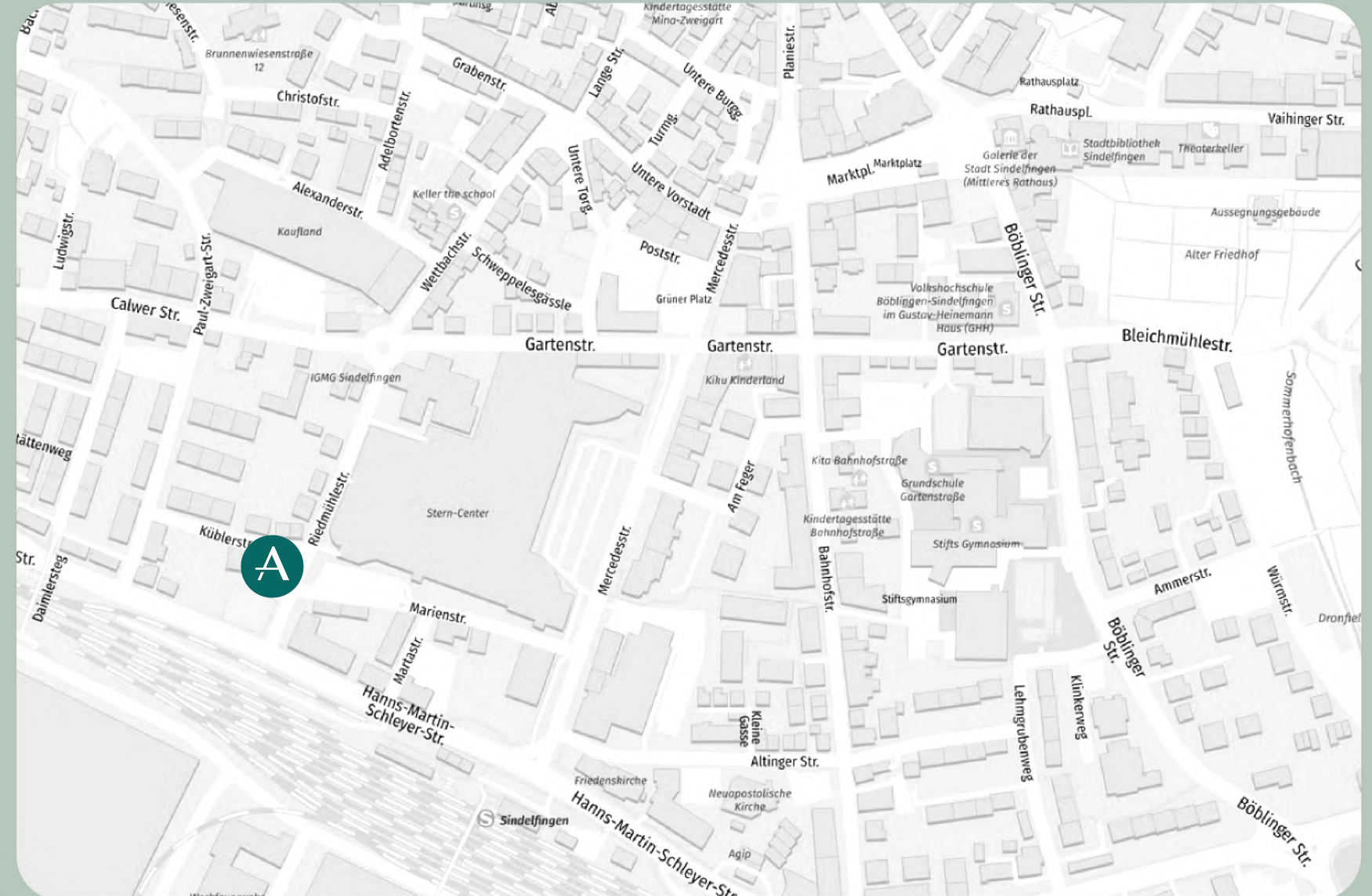
Location	Schwäbisch Hall
Status	Open
Opening	03/04/2024
Category	3 Stars
Rooms	47
Brand	Wyndham



SPARK BY HILTON STUTTGART



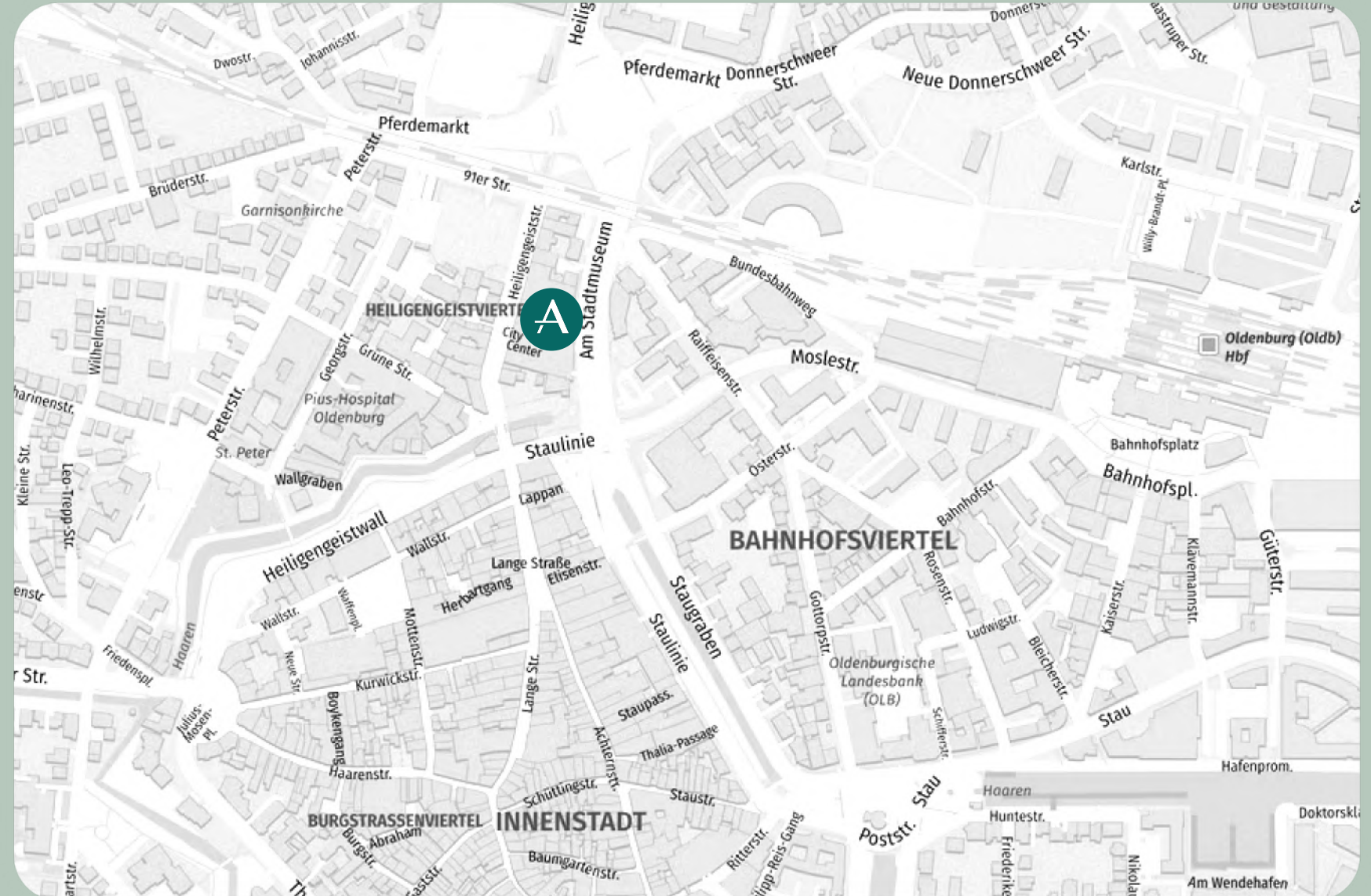
Location	Sindelfingen
Status	Open
Opening	18/02/2025
Category	3 Stars
Rooms	103
Brand	Hilton



ASPIRE ACARA



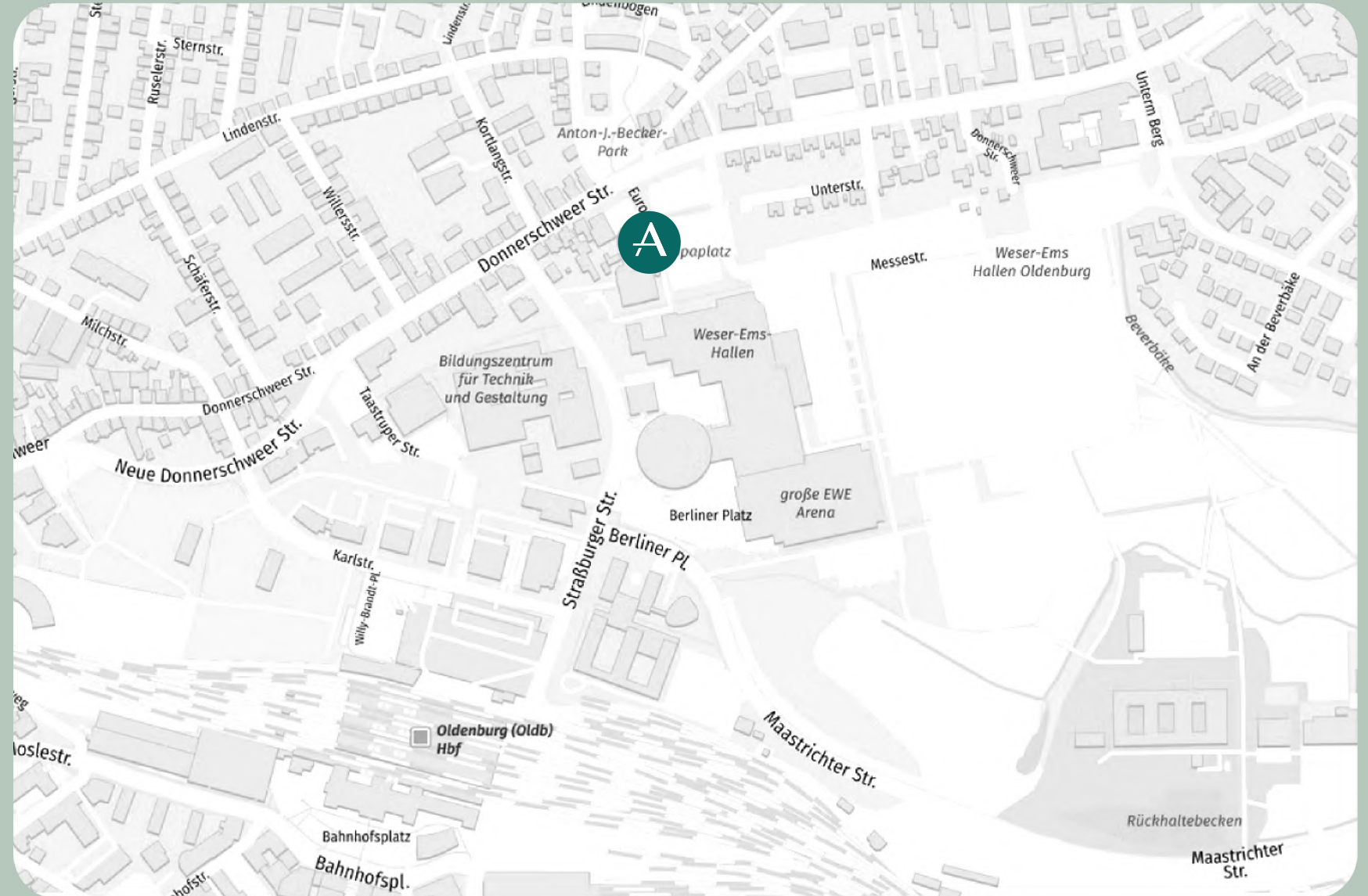
Location	Oldenburg
Status	Open
Opening	04/11/2024
Category	3 Stars
Rooms	62
Brand	Wyndham



ASPIRE OLDENBURG



Location	Oldenburg
Status	Open
Opening	03/03/2025
Category	3 Stars
Rooms	88
Brand	Wyndham

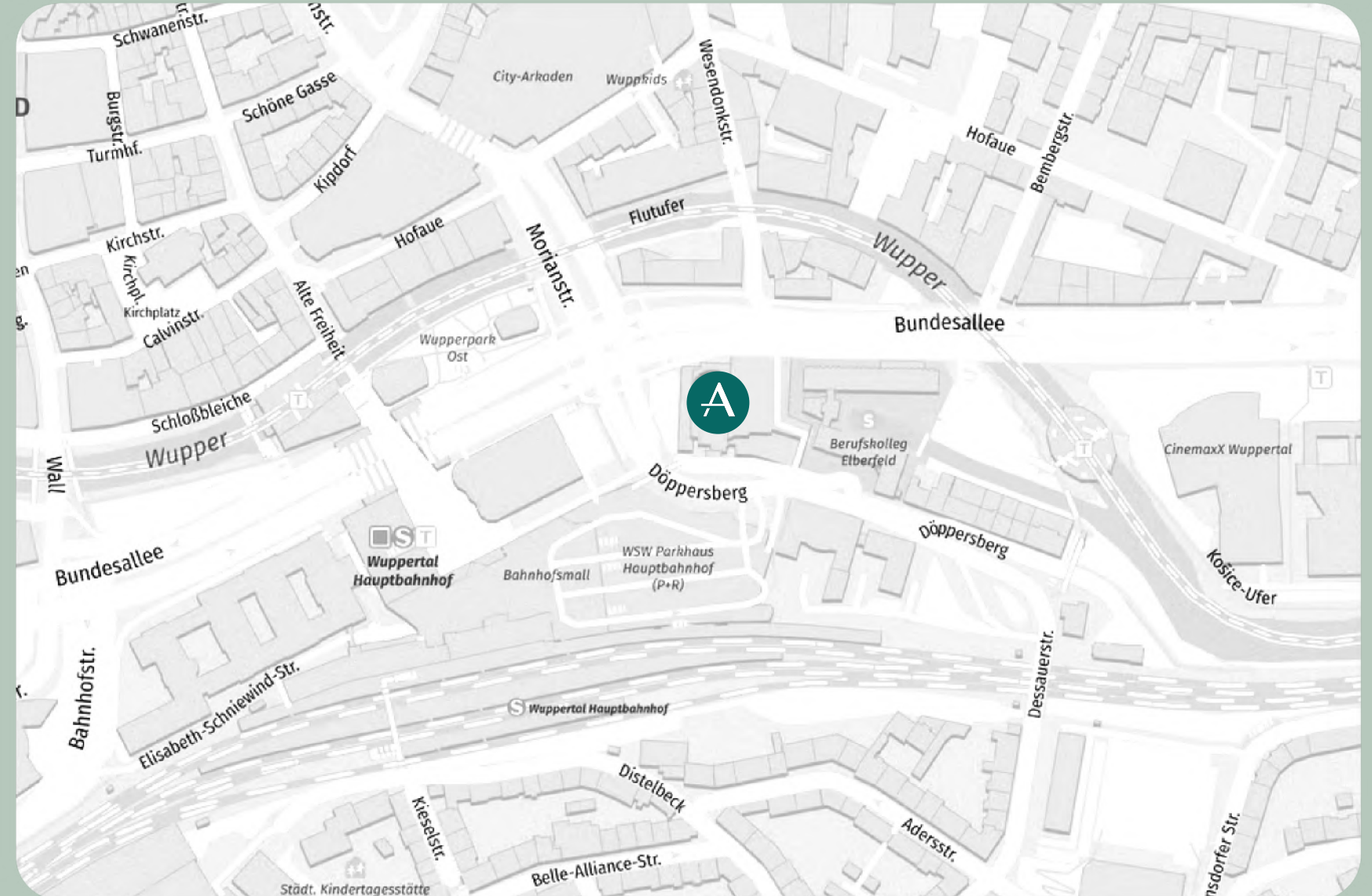


SPARK BY HILTON

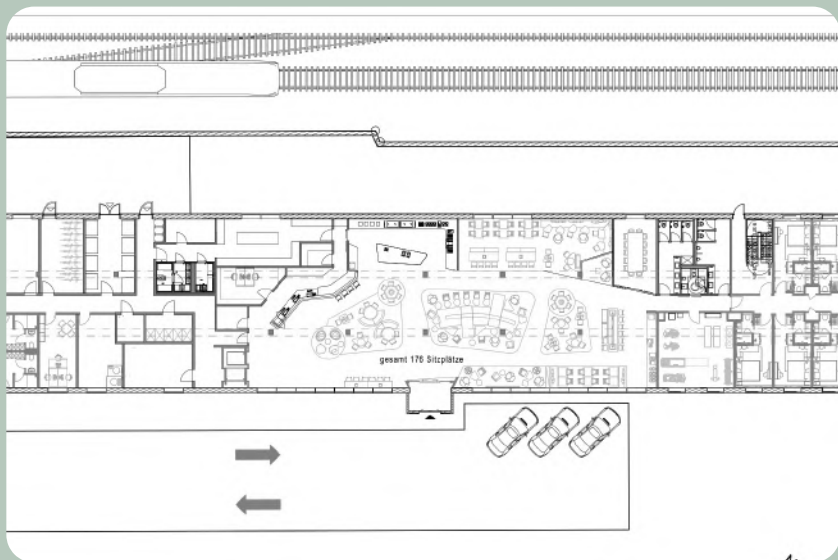
WUPPERTAL CITY CENTRE



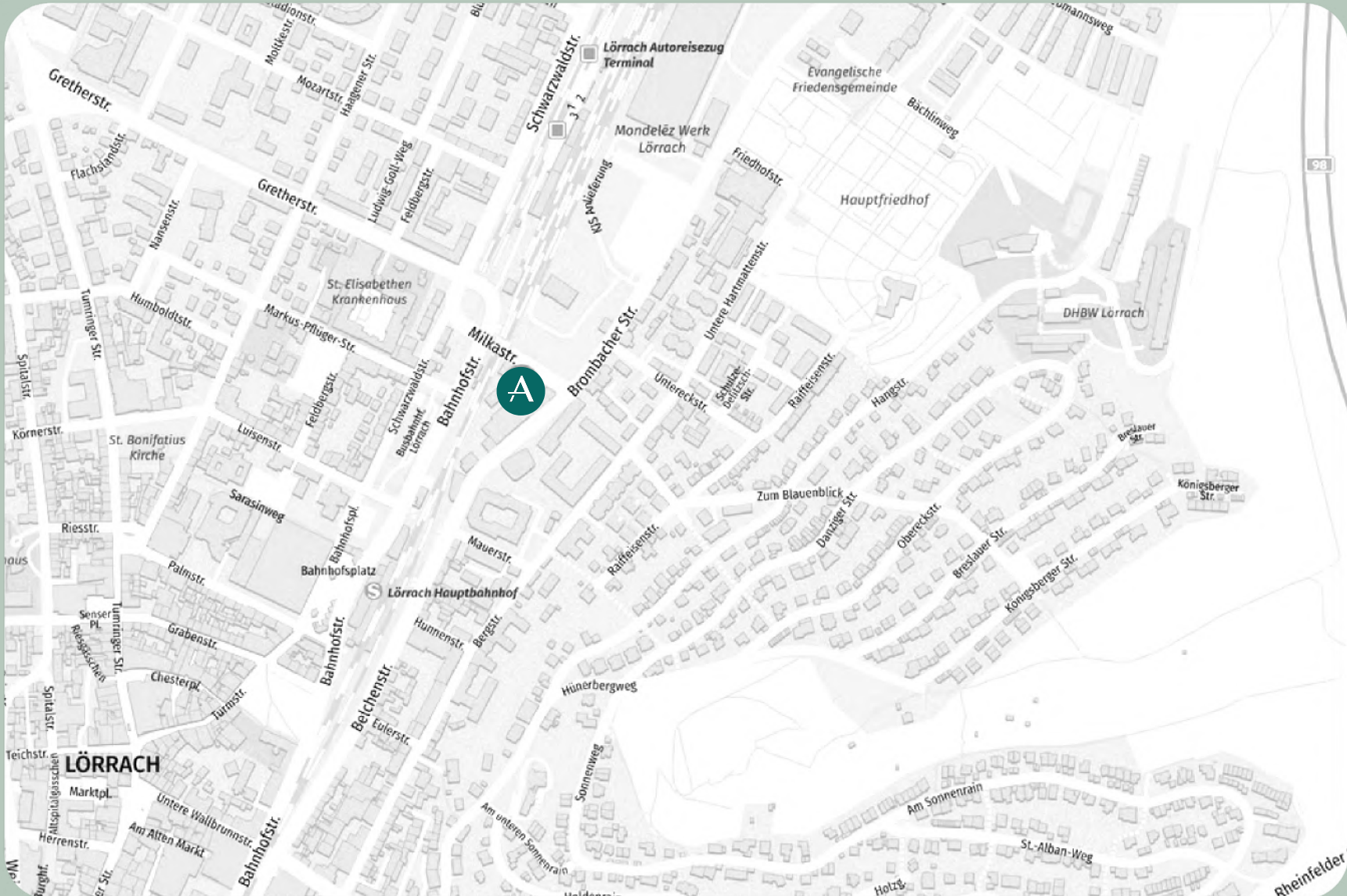
Location	Wuppertal
Status	open
Opening	02/06/2025
Category	3 Stars
Rooms	172
Brand	Hilton



HAMPTON BY HILTON LÖRRACH



Location	Lörrach
Status	under construction
Opening	Q4/2027
Category	3 Stars
Rooms	169
Brand	Hilton



HAVE
ANY
QUEST
IONS?



WWW.ASPIRE-HOTELS.COM

