YOUR FASTEST AND MOST AUTHENTIC WAY TO CONNECT WITH THE CITY.

FEEL AT HOME HOTELS

Our new brand is young, fresh, trendy and above all urban. URBAN LOFT is aimed at business people, young individuals and families who value high quality standards and are looking for accommodation as if visiting friends far away from the anonymity of a foreign city. So, we occupy our very own niche and design it individually, modern and unconventional.

URBAN MICROCOSM

A place that connects, networks and inspires. Guests and locals, cosmopolitans and creative people.
A room that is more than a hotel: an inhabitable experience, co-working space, a temporary home. Coffee bar, restaurant and open space are realized with local partners

OPEN SPACE

The LOFT is the central meeting point, this is where guests arrive, this is where they linger, this is where the experiences of the hotel come together: check-in, coffee, art, commerce, living, working.

THE CREATIVE COLLABORATIVE EXPERIENCE:

Interior, content and communication have a strong design appeal. From furniture to coffee, everything bears the signature of the creative class: URBAN LOFT is individuality with substance. The place connects with its surroundings. The trends of the city are selectively drawn into the hotel and bound. The lobby becomes a microcosm of the city, its protagonists, its individual diversity.

Intern. standard	Upper Midscale	**Min. number of rooms**	150–300
Standards	Yes, with individual customization	**Min. room size**	17–21 m²/room
Project Type	New construction or conversion	**CFA**	30–35 m²/room
		Restaurant	Lounge concept with innovative F&B
Destination	A-cities in Germany; European capitals.		

URBAN LOFT

MAKE THE DIFFERENCE WITH US

Althoff COLLECTION

AMERON

URBAN LOFT

Althoff Hotels

WE ARE LOOKING FORWARD TO A PERSONAL CONTACT WITH YOU

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THE FINE DINING DESTINATION.

EVERY HOTEL IN THE ALTHOFF COLLECTION HAS ITS OWN INDIVIDUAL TOUCH.
With currently six luxury hotels, the Althoff COLLECTION is a collection of individual five-star hotels and thus fundamentally different from a hotel chain. The successful concept of our hotels is based on three pillars: extraordinary architecture combined with exquisite design and art, outstanding services provided by the best employees in the industry, and quality gastronomy that sets trends and standards.

CULINARY COMPETENCE
The extraordinary and diverse Althoff gastronomy concepts are known far beyond the borders of the respective region and belong to the culinary top. We know how to respond to the increased demand for quality gastronomy, have the know-how to establish unique restaurants in our hotels and thus bring top gastronomy and the hotel industry together.

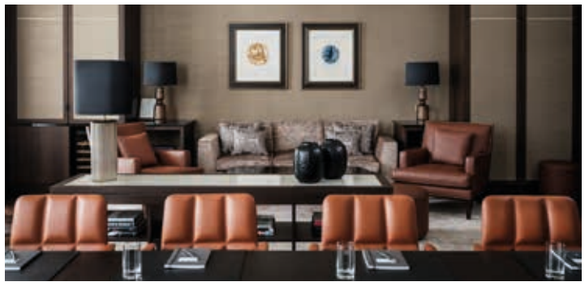
Another special highlight is the Althoff Beauty & Spa Collection. Our guests can relax and regenerate undisturbed on the largest space and forget the stress of everyday life with wellness treatments at the highest level.

BEST LOCATION AND DREAM DESTINATIONS
All this is framed by a fantastic location in the best and most exquisite regions. Our destinations include the Grandhotel Schloss Bensberg in Bergisch Cladbach, the Hotel am Schlossgarten in Stuttgart, the Seehotel Überfahrt in Rottach-Egern at the Tegernsee, the Hotel Fürstenhof in Celle, the St. James's Hotel and Club in the City of London and the Hotel Villa Belrose in Cassin near Saint-Tropez. Soon we will also be celebrating the reopening of the Dom Hotel, whose location offers a direct view of the World Heritage Site.

STRIVING FOR THE HIGHEST QUALITY IN ALL AREAS
For more than 25 years, the entrepreneur Thomas H. Althoff has been relying on maximum quality, individuality and customer satisfaction in all Althoff COLLECTION stores. Every employee is part of Althoff's hotel culture and lives the philosophy that puts our guests first.

Althoff
COLLECTION

Intern. standard	Luxury	**Project Type**	New construction or conversion
Standards	Yes, with individual customization	**Min. number of rooms**	60–150
GFA	70–100 m²/room	**Min. room size**	30–40 m²
Destination	A-cities, European capitals, top-resort destinations Europe-wide; solitary projects with high potential.		



A WORLD OF MANY WORLDS. HOTELS WITH PERSONALITY.

CLASSIC WITH A CONTEMPORARY TWIST
AMERON hotels are characterized by the individuality of their location. We create an atmosphere that is in harmony with the lifestyle and traditions of the respective region. Classic, traditional - and at the same time contemporary and urban.

YOUNG DESIGN, INSPIRED BY THE RESPECTIVE REGION
„A World of Many Worlds" describes the guiding principle of AMERON. We believe in the charisma of the unique. This is why every hotel under the AMERON brand lives its own individual character. Be it in the vibrant centre of Berlin, in Hamburg's Speicherstadt, rich in tradition, or in the fascinating mountain world of Davos.

DESIGN
The signature of AMERON is a cosmopolitan, contemporary interior. Classic – but with a contemporary twist.

HOSPITALITY
Service orientation, sincere friendliness and cultivated manners lie particularly close to our hearts. .

PLEASURE
AMERON hotels celebrate the beautiful sides of life, from culture to culinary delights. Art shapes the face of AMERON hotels, is inspiration and identity at the same time. In addition, we always attach importance to a sophisticated gastronomy that combines quality, regionality and freshness.

A relaxing stay also includes wellness treatments in our VITALITY Spas, which are carried out by trained hands. Social competence and value-oriented action are very important to us. At the Althoff Academy, our employees are trained to become sympathetic team players.

Currently we are on the threshold between upscale and luxury hotels with our hotels in Bonn, Cologne, Hamburg, Berlin, Hohenschwangau, Frankfurt, Munich as well as Lucerne and Davos in Switzerland.

AMERON

Intern. standard	Upscale/ Upper Upscale	**Project Type**	New construction or conversion
Standards	Yes, with individual customization	**Min. number of rooms**	100–250
GFA	45–55 m²/room	**Min. room size**	22,5–26,5 m²
Destination	A-cities, European capitals, top-resort destinations Europe-wide; selected B-cities with high potential.		