

URBAN LOFT – CREATIVE COLLABORATIVE EXPERIENCE

# 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.



<b>Intern. standard Standards</b>	Upper Midscale Yes, with individual customization	<b>Min. number of rooms</b>	150–300
<b>Project Type</b>	New construction or conversion	<b>Min. room size</b>	17–21 m <sup>2</sup> /room
<b>Destination</b>	A-cities in Germany; European capitals.	<b>GFA</b>	30–35 m <sup>2</sup> /room
		<b>Restaurant</b>	Lounge concept with innovative F&B

## URBAN LOFT

# MAKE THE DIFFERENCE WITH US

WE ARE LOOKING FORWARD TO A PERSONAL CONTACT WITH YOU

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**Althoff**  
COLLECTION

**AMERON**

**URBAN LOFT**

Althoff Hotels



# THE FINE DINING DESTINATION.

# A WORLD OF MANY WORLDS. HOTELS WITH PERSONALITY.

**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 restaur-

rants 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 Gladbach, 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

<b>Intern. standard Standards</b>	Luxury Yes, with individual customization	<b>Project Type</b>	New construction or conversion
<b>CFA</b>	70-100 m <sup>2</sup> /room	<b>Min. number of rooms</b>	60-150
<b>Destination</b>	A-cities, European capitals, top-resort destinations Europe-wide; solitary projects with high potential.	<b>Min. room size</b>	30-40 m <sup>2</sup>

**CLASSIC WITH A CONTEMPORARY TWIST DESIGN**  
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.

**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.

**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.

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

<b>Intern. standard Standards</b>	Upscale/ Upper Upscale Yes, with individual customization	<b>Project Type</b>	New construction or conversion
<b>CFA</b>	45-55 m <sup>2</sup> /room	<b>Min. number of rooms</b>	100-250
<b>Destination</b>	A-cities, European capitals, top-resort destinations Europe-wide; selected B-cities with high potential.	<b>Min. room size</b>	22,5-26,5 m <sup>2</sup>

