

A MODERN MONUMENT IN THE HEART OF HAMBURG

With the Reichshof Hamburg, the Event Hotel Group is continuing a fascinating chapter in Hamburg's history. The hotel in the centre of the Hanseatic city was once one of the leading grand hotels of the early 20th century. The Reichshof Hamburg was reopened last year as a unique combination of the historic and the modern.



Hamburg history and contemporary comfort

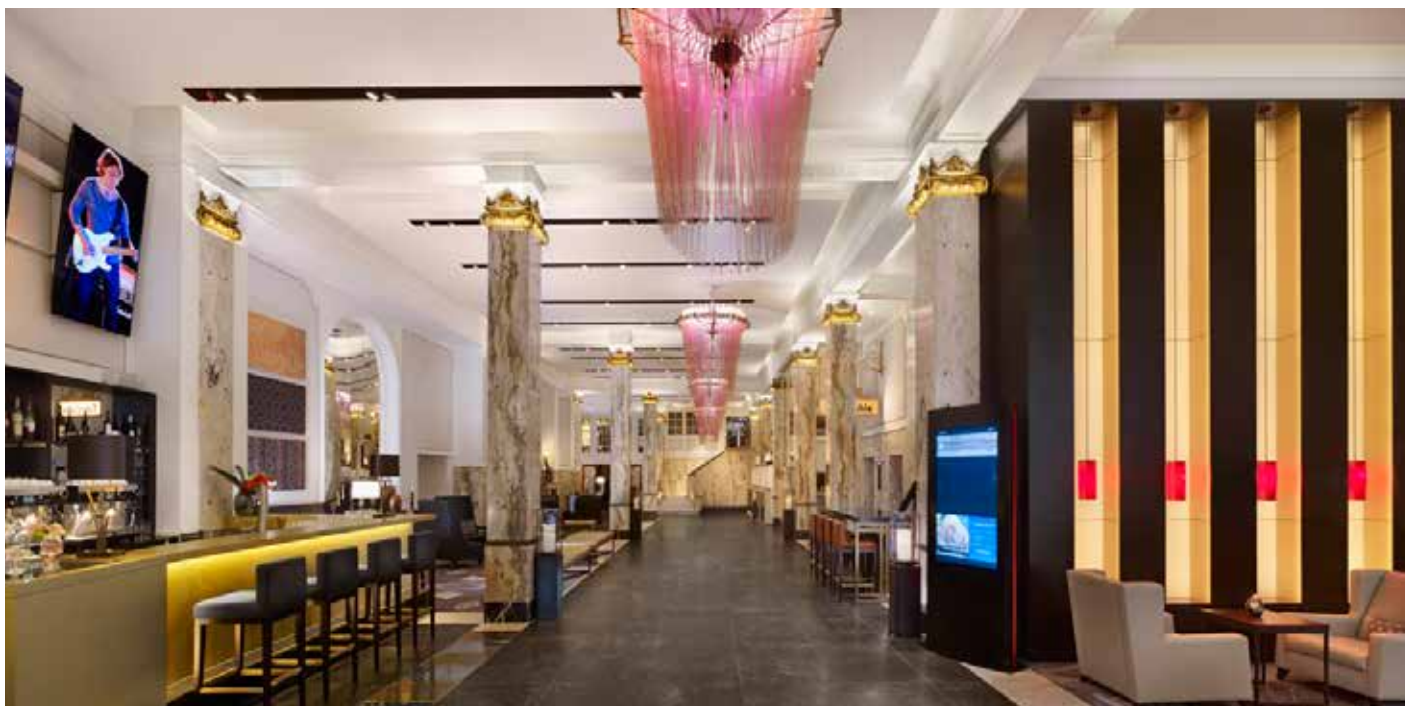
In July 2015, the opening of the Reichshof Hamburg heralded a new era in the history of Hamburg. Located in the heart of the city, the hotel welcomes guests under the brand „Curio – A Collection by Hilton“ with 278 rooms, junior suites and one-bedroom suites as well as an exceptional gastronomic offer. Contemporary design and cutting-edge comfort meet style elements preserved from the early 20th century in the building by Hamburg's main station – and bring the unique, Hanseatic flair of the listed hotel back to life. Under the leadership of General Manager Folke Sievers, the Reichshof Hamburg presents itself as a vibrant port of call for visitors to the city and Hamburg residents alike, and is also a relaxing retreat for business guests.

The history of the Reichshof Hamburg

Following the end of his career as a kitchen director on ocean liners for the HAPAG shipping company, Anton-Emil Langer dedicated himself to his vision – building a hotel in the centre of Hamburg where the latest advances in technology could be integrated harmoniously with his maritime past and a perfect location by Hamburg's main station. In 1910, his dream became reality: the Reichshof, named after Kaiser Wilhelm II, opened, and was the largest and most advanced hotel of its time in Germany.

With the strong support of his friend, ship owner Albert Ballin, Langer created a hotel whose outer appearance was in keeping with the Reformation style of the time. Inside, however, it exuded the special charm of the pre-war era with columns made from Italian marble, elaborate wood panelling and shimmering copper elements. Running water and electricity, telephone connections and „private bathrooms“ in the rooms set new standards in the German hotel industry. But the owner's vision wasn't just limited to architecture and furnishings: the hotel, which was built to specifications hitherto unseen in Germany, and a unit price of 3.50 marks for a room with breakfast paved the way for mass tourism – and was entirely in keeping with the spirit of the times.

The impressive „Restaurant Classic“ in the style of a dining room on a luxury liner quickly became a meeting place for the upper echelons of society in the Hanseatic city. However, the bar, which opened in the 1920s, was more than a match for the restaurant: the elaborate furnishings in Art Deco style and the skill of the bartenders made it one of the most important places to see and be seen in the Roaring Twenties in Hamburg.



Passionate gastronomy in a historic ambience – the slowman at the Reichshof

Good food and a special atmosphere: in the slowman at the Reichshof Hamburg, shiny marble and wood-panelled private rooms meet a contemporary concept. The restaurant had its origins in the TV programme „Rachs Restaurantschile“ and has developed its own very special philosophy in the ensuing years. The slowman is now welcoming guests to the Reichshof Hamburg.

Chef Frank Bertram and his team place people and their skills in the spotlight and cook in accordance with the rhythm of nature. This means they reduce cooking to its bare essentials. For his dishes, Bertram exclusively uses products that are seasonal and produced under fair conditions. For him, however, it is not just about the origin of the ingredients, but also about genuine culinary craftsmanship and natural, authentic flavours. With the exception of the changing „Reichshof classic“, the slowman restaurant offers a menu concept in the evenings. ‚We want our guests to slow down – and the best way to do that is with a 3 or 4-course menu that you take your time over, and one that appeals to all the senses‘, says Frank Bertram, explaining the restaurant concept.

The Bar 1910 continues the tradition of consummate bartending in the Reichshof. By carefully complementing the listed Art Deco elements with modern design, it radiates anew with the splendour of the Roaring Twenties. On the menu: a good selection of high-quality spirits – primarily whiskies from across the world – as well as contemporary cocktails and the best club sandwich in the city. There is also a pool table available to guests in the club room of the Bar 1910.

The hotel lobby – a vibrant meeting point for guests and Hamburg residents alike

The name Sushi & Sweets says it all: whether afternoon tea after a shopping trip or a tasty Japanese snack before you head to the theatre – thanks to its varied gastronomic concept, the hotel lobby is the lively centre of the Reichshof Hamburg. In accordance with the slowman philosophy, the dishes are lovingly prepared by hand. Frank Bertram’s team serves hand-rolled sushi and selected drinks. Homemade cakes are also included on the selected Sushi & Sweets menu. The slowman Marketplace offers refreshing drinks and snacks - ideal for on the go or a relaxed evening in your hotel room.





The rooms

The Reichshof Hamburg has 269 rooms in several categories as well as six junior suites and three one-bedroom suites. Once again, a historic ambience meets modern amenities. A ceiling height of up to 2.90 metres and furnishings in Art Deco style convey a sense of space and cosy individuality within the room. All rooms are designed in a hypo-allergenic way and are equipped with free WLAN and modern SuitePads. These tablets, which have been designed especially for the hotel industry, can be used by guests to obtain current information about the hotel and tourism offers or book a treatment in the spa. A relaxing stay is guaranteed by beds that are suited to the room size with a luxurious selection of various pillows.

Conferences and celebrations

There are a number of air-conditioned rooms catering for four to 250 people available at the Reichshof Hamburg for conferences, private celebrations and weddings. In spite of their historic charm, which is reflected in names such as „Hans Albers“ and „Anton Emil Langer“, all salons and private rooms in the 550 sq. m event area are equipped with cutting-edge conference technology. This also includes a permanently-installed projector, LED lighting technology and flat screens. WLAN is available to all Reichshof guests free of charge.

Spa & Sports

A total of 280 sq. m of the Reichshof Hamburg is dedicated to relaxation and fitness. Hotel guests can enjoy a modern fitness room for a power, cardio or aerobic workout free of charge around the clock; two saunas and an exclusive quiet zone are also available to use for an extra fee. The spa also offers guests not residing in the hotel high-quality [comfort zone] beauty treatments and feel-good massages.

Environment and social responsibility

The Reichshof Hamburg has its own spring water source that originates in Lüneburger Heide. This spring water has been used ever since the hotel was founded and will also be presented to guests in future in the form of both still and sparkling drinking water. The Reichshof Hamburg also does not use packaging, for example at breakfast: products are

without exception freshly prepared by hand. LED lighting technology throughout the hotel ensures conservation of resources. The bed linen at the Reichshof Hamburg comprises cotton from the „Better Cotton Initiative“ that stands for sustainable cultivation of cotton while minimising the use of pesticides and water consumption in addition to paying producers a fair wage.

Curio – A Collection by Hilton

Curio – A Collection by Hilton is a global collection of exclusive hotels that reflect the individual character of their city and have one thing in common: each of them is unique. Curio appeals to passionate travellers on the lookout for local characteristics and authentic experiences and who rely on the Hilton name that is behind every one of their stays for their relaxation. Curio joins a portfolio of industry-leading hotel brands by Hilton Worldwide.

Hilton Worldwide

Hilton Worldwide is one of the leading global hotel companies with an offer that comprises luxury hotels, upmarket hotels and resorts, as well as apartment hotels and mid-range hotels. Hilton Worldwide has offered exceptional accommodation and experiences for 95 years. The portfolio of the company includes twelve global brands that are reflected in more than 4300 managed, leased, independent and franchise hotels as well as timeshare properties with more than 715,000 rooms in 94 countries and regions. The Hilton Worldwide brands include Hilton Hotels & Resorts, Waldorf Astoria Hotels & Resorts, Conrad Hotels & Resorts, Canopy by Hilton, Curio - A Collection by Hilton, DoubleTree by Hilton, Embassy Suites Hotels, Hilton Garden Inn, Hampton Hotels, Homewood Suites by Hilton, Home2 Suites by Hilton and Hilton Grand Vacations. Hilton Worldwide also offers the world-renowned loyalty scheme Hilton HHonors®.

You can find further information at:

www.reichshof-hamburg.com
www.facebook.com/reichshofhamburg
www.curiocollection.com
www.hiltonworldwide.com

INTERVIEW WITH FOLKE SIEVERS, GENERAL MANAGER OF THE REICHSHOF HAMBURG

As General Manager, Folke Sievers is responsible for the opening of the Reichshof Hamburg. The native of Husum is known for not shying away from big challenges – and also for only taking on jobs that inspire him. Following the successful establishment of the Scandic Hotel Emporio am Markt, he has now taken on a project in the form of the Grandhotel Reichshof Hamburg that the whole of Hamburg is excited about. Folke Sievers worked on the re-opening of the Reichshof right from the conceptual phase and has helped to transform the listed building into a contemporary hotel with unique charm.



You played a major role in the re-opening of the Reichshof Hamburg. What drove you to take up this position? What fascinates you about the concept?

The Hamburg hotel industry is incredibly varied and hotels are springing up everywhere that are of international standard. But for me, the Reichshof is something special as it has something that other hotel projects don't: a historic context, and that's not something you can buy or create. Although the Reichshof has been equipped with all conceivable comforts of the modern hotel industry since its renovation, it simply lives and breathes Hamburg history. Thanks to the many listed elements and careful way in which the building was modernised, you feel as though you're walking into a piece of „old Hamburg“. The hotel radiates a very special atmosphere and it's difficult to pull yourself away from its charm.

What effect has the opening of the Reichshof Hamburg had on the hotel market in the Hanseatic city?

The Reichshof is run under the brand „Curio – A Collection by Hilton“ and is the first hotel in the Hilton Group in northern Germany. The interest of the third-largest hotel group in the world in Hamburg is an exceptionally positive signal that Hamburg is becoming ever more highly regarded and known across the world. At the same time, our hotel, as is the case with other renowned hotel brands, will make a considerable contribution to the internationalisation of tourism in the city: renowned hotel brands such as Hilton have a loyal following of people who love to travel to new locations in the chain.

How many new jobs have been created?

Then there are approx. 40 jobs with external service providers. In the slowman restaurant alone, which moved from smaller premises in the Chilehaus, we employ 45 new people.

How does the slowman restaurant fit into the concept of the hotel?

The slowman restaurant does not fit into the concept seamlessly; rather, it forms a direct contrast to the venerable halls in which it now resides. The first thing you notice about chef Frank Bertram is the passion he has for his job and the way that he doesn't conform. You don't really expect to have a chef in a historic, upmarket hotel like the Reichshof who comes to work on his skateboard and swaps his spoon for a guitar at the weekends to play music in the restaurant. But the restaurant convinces with the food it offers: Frank Bertram and his team create true culinary masterpieces with a focus on natural, authentic flavours. Only products that are produced sustainably and under fair conditions are used. Thanks to this concept, the slowman is an experience, and not just in terms of flavour.

Will there be other gastronomic facilities on offer?

The Bar 1910 is decidedly more classic than the slowman: almost all the furnishings here come from the 1920s – so it's fitting that the bartenders mix highballs and martinis while wearing white jackets with gold buttons. We haven't let ourselves be left behind in this respect either and in Mario Zils, who previously used to work at the renowned Schumann's in Munich, we have found a bar manager that can combine the tradition of the Reichshof with modern trends in a skilful way. In addition to high-quality spirits and reinterpreted classics, the menu at the Bar 1910 also includes innovative cocktails.

The theme of good food and company continues in our hotel lobby. The Reichshof is not a hotel that sets itself apart from the city and frequented only by tourists. It has become a vibrant part of the St. Georg quarter, primarily because of the varied gastronomy offer we provide on the ground floor. The new floor-to-ceiling windows on the Kirchenallee are fully opened in summer and entice the many passers-by in to enjoy a piece of cake or sushi in „Sushi & Sweets“ or get a homemade fresh snack for on the go. The layout of the reception area at the back of the hotel lobby as well as the comfortable lounge furniture in the entrance area help our guests to feel as though they are in something other than a traditional and impersonal lobby.

In general, you could say that at the Reichshof, it's all about quality, not quantity. Even at breakfast and in the conference area, areas where many hotel operators focus on quantity given the large numbers of guests, we never lose sight of this. We also use exclusively fresh, high-quality products by regional producers here.

How do you think the hotel will develop over the next two years? What challenges does the hotel face?

Tourism in Hamburg has developed well over the past decade and everything points to the continuation of this trend. This means that, in addition to its superb location by Hamburg's main station, the Reichshof Hamburg is starting from a very strong position.

In addition, there is the advantage that the Hilton has many loyal followers with the largest customer loyalty scheme in the world, Hilton HHonors, from whom our hotel will benefit.

At the same time, the Reichshof has a lot to offer with its architecture, design and concept. The gastronomy offer, which is independent of the overall concept of the hotel, also has a lot of potential. With the Bar 1910, the slowman restaurant and Sushi & Sweets, as well as a stylish entertainment programme, the Reichshof fits perfectly into its vibrant neighbourhood in the centre of Hamburg. Although the hotel market in Hamburg is highly competitive given its potential, I am of the opinion that the Reichshof Hamburg will continue to build on its excellent start and position itself successfully and in line with the market in the upmarket hotel segment over the long term.

Figures and facts

Address:	Kirchenallee 34 – 36, 20099 Hamburg	Sushi & Sweets in the hotel lobby
Website:	www.reichshof-hamburg.com	50 seats
Operator:	Event Hotel Group	Sun-Wed 10.30 a.m. - 11 p.m.
Brand:	Curio – A Collection by Hilton	Thur-Sat 10.30 a.m. - midnight
General Manager:	Folke Sievers	Bar 1910
Architect:	Heinrich Mandix	60 seats
Interior design:	JOI-Design	Sun-Thur 6 p.m. - 1 a.m.
Year of construction:	1910	Fri and Sat 6 p.m. - 2 a.m.
Reopened:	July 2015	Roomservice
Employees:	approx. 90	Mon-Sun 6 p.m. - 11 p.m.
Rooms:	269 rooms (18–40 sq. m) 6 junior suites (from 40 sq. m) and 3 one-bedroom suites (from 40 sq. m) in Art Deco style convey a sense of elegant shapes and charming individuality and are also a feel-good place of retreat. The rooms are spacious and have high ceilings.	Spa & Sports
Room amenities:	Free WLAN, safe, SuitePad, tea and coffee-making facilities, bottle of water, rainfall-style shower head, illuminated cosmetic mirror	280 sq. m fitness and wellness area. The use of the fitness room for a power, cardio or aerobic workout is free of charge for hotel guests. A charge of 10 euros will be levied for use of the sauna facility. External guests can also book [comfort zone] beauty treatments and massages in the spa (Day ticket 10 euros).
Prices per night:	from 149 euros in double room	Press contact:
Event area:	550 sq. m, 5 salons and 4 private rooms are available for events and conferences.	PReventas Hamburg Andrea Möller, PR Consultant Susannenstraße 26 20357 Hamburg, Germany +49 (0)40 797 557 829 fraumoeller@preventas-hamburg.de
Restaurants & Bar:	À la carte slowman restaurant 144 seats Mon-Sat 6.30 a.m. - 9.30 p.m. Sunday 6.30 a.m. - midday Breakfast: 21 euros	Reichshof Hamburg Curio – A Collection by Hilton Lina Wolf, Marketing & E-Commerce Kirchenallee 34 – 36 20099 Hamburg, Germany +49 (0)40 370 259 275 lina.wolf@hamburg-reichshof.com