



MOTEL ONE REPORTS POSITIVE FIGURES FOR 2017

12% revenue increase, industry employer award, One Foundation formed and a rapidly expanding hotel portfolio: Motel One's international growth continues

Budget design hotel brand Motel One's 2017 figures demonstrate the continued success the company is experiencing in the European hospitality market. Motel One's combination of affordable prices, prime city centre locations, quality service, unique design and staff satisfaction are behind their continuing success in Europe, and growing portfolio in the UK.

Key highlights for 2017:

- 7 new hotels opened with 2,804 rooms
- The brand now has 7 hotels in the UK
- Revenue rose by 12% to EUR 401m
- Occupancy levels climbed to 77.3%
- Hotel portfolio totals 62 hotels with 17,387 rooms
- 4.4 million rooms sold with 5.7 million guests
- Number of international hotels and international revenue rises

With rising revenues, a highly motivated workforce and further expansion plans throughout Europe including Spain (opened in February 2018) and France in 2018, Motel One remains the one to watch in the industry.

2017 was another successful year for the Munich-based brand, with seven new hotels opened. The chain welcomed its second hotel in Switzerland, Manchester and Amsterdam, two more hotels in Berlin making a total of ten, and further additions in Munich and Freiburg.

Revenue rose to EUR 401 million up from EUR 357 million in 2016. Of this 71% of revenue was generated through German hotels, but the brand's international share rose to 29% (up from 27% in 2016). 70% were business guests and 30% leisure guests.

Average occupancy increased slightly to 77.3% from 76.6% in 2016. Of total bookings made, 76% were generated through Motel One's own channels. 27% of rooms were booked on motel-one.com, 49% through Motel One's own offline channels, and 24% through OTAs and GDS.

An expanding UK portfolio

Motel One now has 7 hotels in the UK - London, two Manchester hotels, Newcastle, two Edinburgh hotels and the shortly to be opened Glasgow hotel. The brand's UK share rose to 9%, making up an impressive EUR 35 million of Motel One's total revenue.

Another employer award for the hotel group

Motel One is proud to have continued winning fantastic awards and distinctions in 2017. Last year, the German hotel brand won the 2017 Rolling Pin Award for Best Employer, the second award of its kind for Motel One having been awarded Top Employer of 2017 in the FOCUS magazine awards.

The launch of the One Foundation



Inspired by the integration projects of the last two years, Motel One celebrates the formation of the One Foundation which was recognised by the Government of Upper Bavaria and certified by the Munich Tax Office in 2017. The Foundation aims to support the destitute, including asylum seekers with their integration into society and with education and professional training. The foundation also aims to promote the training of young people with above-average talent.

BeOne membership programme goes live

On the 5th December 2017, the beOne membership programme went live on the new website. This is key to strengthen brand loyalty and promote bookings on motel-one.com. A few of the benefits include faster and simpler booking processes, a free bottle of mineral water per stay and late check-out on Sundays. As of the 1st March 2018, there were already 87,000 beOne members registered.

What does the future hold?

Motel One is not showing any signs of slowing down its European expansion. 9 new hotels are set to open in the 2018 financial year, with 2,800 extra rooms. New openings in Barcelona and Paris will mark the brand's debuts in Spain and France, and further openings in Glasgow, Munich, Lubeck, Leipzig, Bonn, Frankfurt and Cologne will also join the brand's portfolio. Motel One's upcoming development pipeline includes 30 hotels with 9,498 rooms.

Notes to Editor:

For more information on Motel One and bookings please visit www.motelone.com/en

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About Motel One

Motel One was founded in 2000 and is headquartered in Munich, Germany. The budget design hotel chain operates 62 hotels and 17,387 rooms at the end of 2017, including locations in Germany, Austria, Great Britain, Belgium, The Netherlands, Switzerland and the Czech Republic. Motel One delivers exceptional service and high-quality design in prime inner-city locations at budget prices. The award-winning group aims to expand and has plans for 30 additional Motel One sites in the pipeline across major European metropolises, while further opportunities are also being actively sought.