



Q1 FINANCIAL REPORT RELEASED FOR MOTEL ONE

The report highlights a new flagship opening, increased sales and occupancy – an auspicious start to 2017

Europe's design-led budget hotel brand, Motel One, has released its business report for the first quarter of 2017. With a major new flagship opening and positive award-wins matched by increased sales and occupancy, it has been a highly positive first quarter for the brand.

Highlights from the Q1 report include:

- **New flagship hotel** Motel One Berlin-Upper West opened in April 2017. The 582 room hotel occupies 19 floors of the newly built Upper West Tower, fast becoming a City West landmark. Dieter Müller, CEO and founder of the Motel One Group, commented: "With our exclusive location right by the landmark Memorial Church and our high-quality art and design partnerships, we are positioning ourselves even more clearly as a budget design hotel group. Motel One Berlin-Upper West is a true expression of our brand philosophy."
- **Increase in occupancy:** average occupancy rose by 6% to 71% (64% previous year). Income per room also increased to EUR 89 (EUR 88 previous year).
- **Sales increased by 12% to EUR 82 million** (previous year EUR 74 million). EBITDA rose by 37% to EUR 23 million (previous year EUR 17 million).
- **Motel One voted "Best Employer"** in a survey by news magazine FOCUS. Motel One was amongst the top 5 industry winners in the "medium-sized enterprise" category, which evaluated 100,000 employees to see how happy they were with their workplace. Dieter Müller, CEO and founder of the Motel One Group, commented: "We invest a great deal in the future of our employees with our One University, our training and education concept."

The group is delighted to report positive sales figures and a rapidly growing portfolio. The development pipeline currently consists of 27 new hotels with 8,944 rooms (previous year 24 hotels with 7,816 rooms). This includes a second Manchester property – Motel One Manchester-Royal Exchange - due to open in the second quarter, and a first hotel in Glasgow due to open in 2018.

Notes to Editor:

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About the Motel One Group:

Like the Price. Love the Design. – Motel One, the multi-award-winning budget design hotel group, has successfully positioned itself in Germany, Austria, the UK, Belgium, the Czech Republic, the Netherlands and Switzerland with 56 hotels and 15,165 rooms (correct at 3 May 2017). Industry experts and guests appreciate the unique combination of high-quality furnishings, exclusive design highlights, high service standards and first-class city-centre locations at attractive prices.

The company was founded in 2000 and has its headquarters in Munich. In 2016 it generated turnover of EUR 357 million with an average occupancy rate of 76.6 per cent.

For further information, visit www.motel-one.com