



MOTEL ONE RELEASES 2018 FINANCIAL RESULTS

Revenue rises by 22% as the brand reaches a total of 71 hotels Europe-wide

The budget design hotel group Motel One continues to report positive figures, increasing its footing in the European hospitality market with 71 hotels and 20,160 rooms in operation. With nine new hotels opened in 2018 and a secured growth of 98 hotels, Motel One is looking to expand its portfolio further.

Key highlights for 2018:

- **Revenue soars 22%:** Sales rose by 22% to EUR 487 (previous year: EUR 401 million) and EBITDA increased by 23% to EUR 150 million (previous year: EUR 122 million). Including capital gains under a sale and leaseback transaction, earnings after tax increased to EUR 104 million (previous year: EUR 59 million).
- **Newly opened hotels:** Nine new openings with 2,773 rooms (total: 71 hotels with 20,160 rooms) resulted in an occupancy of 76.5% (previous year: 77.3%). Six hotels opened in Germany – Lübeck, Cologne-Neumarkt, Munich-Messe, Frankfurt-Römer, Bonn-Beethoven and Leipzig-Post. The Barcelona-Ciutadella and Paris-Porte Dorée hotels marked the brand's début in Spain and France. Glasgow expands the UK portfolio to seven hotels.
- **Successful launch of the beOne membership programme:** The digital beOne membership programme got off to a successful start with 304,000 registered members as of 31 December 2018. The group aims to utilise the programme to strengthen brand loyalty and promote direct bookings. Further benefits will be added to the scheme in 2019.
- **Outlook 2019:** Three new openings are scheduled for the 2019 financial year. The Motel One Munich-Haidhausen will expand the portfolio in Munich to ten hotels. The Motel One Warsaw-Chopin will mark the brand's market début in Poland and the Motel One Linz will expand the activities in Austria to 7 hotels with around 2,100 rooms. 11 hotels, including Edinburgh-Royal in the UK, are scheduled to be redesigned at a budgeted cost of around EUR 45 million.

The group continues to report an expanding portfolio. The development pipeline consists of 27 hotels with 8,107 rooms, including a second hotel in Prague. With the inclusion of this pipeline, the hotel will reach 98 hotels with 28,300 rooms (previous year: 92 hotels with 26,900 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 71 hotels and 20,160 rooms (as at 18 March 2019) including locations in Germany, Austria, Great Britain, Belgium, The Netherlands, Switzerland, the Czech Republic, Spain and France. 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 for 27 hotels in the development pipeline across major European metropolises, while further opportunities are also being actively sought.