

Hallo Deutschland



“In 2014, Premier Inn made the decision to expand into Germany, and we’re excited by the growth opportunity this new market represents for the brand.”

Inge Van Ootegham
COO
Premier Inn Germany

Why Germany?

We chose Germany because it has all the fundamental characteristics of a market that will provide an excellent home for Premier Inn: a strong economy, a large population, many large cities and plenty of demand for hotel accommodation. Add to that the growing desire by German guests for branded budget hotels, and a relative lack of supply in the market versus the UK, and you can see why we believe Premier Inn can win there.

Why Frankfurt first?

Frankfurt was a great place for us to start our launch into the market as it is the 5th largest city in Germany, and the largest financial centre in continental Europe. It has world class infrastructure and a large airport connecting it to major German and international cities, and Europe’s largest conference centre, Messe Frankfurt. We were able to acquire a site in a great location right next to the Messe and opened the hotel in the Spring of 2016.

Travellers have consistently ranked us the number one hotel in Frankfurt on TripAdvisor. This has established a strong foundation, which will enable longer-term growth and replicate the success of Premier Inn in the UK.

Where next?

It is our ambition to grow a business of scale and become Germany’s most loved hotel brand. In the next few years, we will have opened hotels in prime locations, in 15 major cities across Germany.

Earlier this year we announced our first acquisition in Germany, acquiring a portfolio of 19 hotels. In addition to our organic pipeline, we will have at least 20 hotels by 2020.

We have just opened our new hotel in Hamburg and two in Munich are due to open in the next few months, followed by sites in other key cities including Leipzig, Cologne and Stuttgart.

Our business travellers will benefit from Premier Inn’s promise of a warm welcome, unbeatable value for money and a great night’s sleep.

