

# COLLECTION

BY FLEMINGS

**A MEETING POINT. A RETREAT.  
WITH A SUSTAINABLE FOUNDATION,  
WE CREATE PLACES WITH  
SOPHISTICATED DESIGN, URBAN SPIRIT,  
PERSONAL ATMOSPHERE.**

**GUIDED BY OUR MINDSET:  
BOUTIQUE AT  
HEART**



The hotels in the Collection by Flemings are unique establishments with a strong individual character. These are new hotels or hotels with their own history and tradition, which we preserve and develop further along by Flemings standards.

The Collection therefore offers opportunities to scale quickly and efficiently. The reference to Flemings Hotels finds a new form of expression: The brands are given the suffix “by Flemings” next to their respective names: e. g., Metropolitan by Flemings.

# COLLECTION

BY FLEMINGS

“Flemings Hotels are a significant part of our family business.

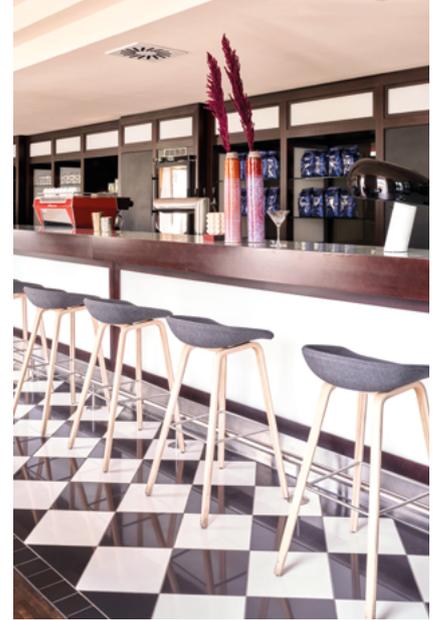
As hotel operator, property owner and developer, as well as through our independent purchasing company, we are a highly synergetic and successful group of companies.

The past years have been characterized by steady growth and sustainably profitable results – creating value has always been our focus. In a world that is becoming ever faster and more transient, as a family company, consistency and long-term relationships with both our long-standing partners as well as our associates is especially important.”

Filip Blodinger, Group Chairman

## WHY FLEMINGS HOTELS?

1. Second generation German family business with over 30 years of experience, tradition and authenticity
2. Short decision-making processes! Senior management and company advisory board are accessible
3. Strong financial basis due to ownership, among others, AA-Treugast Investment Rating (DEHOGA)
4. Many years of experience as owner, operator and manager
5. Pronounced expertise in asset management
6. Distinct positioning of the brands in important segments with strong marketing support (brand website, media campaigns, CRM, social media, etc.)
7. Consistent and long-standing relationships with our partners



## DEVELOPMENT REQUIREMENTS COLLECTION BY FLEMINGS

### Category

Midscale to Upscale

### Operating mode

City / Leisure

### Flemings Benchmark

Metropolitan by Flemings

### Size of the hotel in rooms

approx. 80–250

### Gross floor area per room

28–40 m<sup>2</sup>

### Net floor area per room

19–26 m<sup>2</sup>

### Real estate structure

1. Existing hotels (historic buildings, mixed-use concepts, conversions, former office buildings), 2. hotels under construction, 3. new construction projects

### F&B Outlets

Restaurant and bar

### Conference (optional)

25–500 m<sup>2</sup>

### Fitness and Spa (optional)

### Macro location

Destinations in the DACH region, Benelux, Warsaw and Prague, with an overnight volume of more than 750,000 annually

### Micro location

City center locations, attractive business and residential areas