

Scandic Hamburg EMPORIO reveals new general manager

Folke Sievers is the new general manager of the Scandic Hamburg EMPORIO, which will open within the EMPORIO complex in early 2012. Sievers has held a wide range of positions at various hotels both in Germany and abroad. In recent years, he has worked for Accor in various roles and most recently opened the Novotel Hamburg Alster as director. In his role at Scandic, he aims to position the new hotel successfully in the Hamburg market.

Environmentally friendly rooms for leisure and conference guests

“The Scandic Hamburg EMPORIO is suitable for international business guests, independent travellers, leisure guests and families alike. Conference visitors are also very welcome,” explains Folke Sievers. The concept for the rooms is sustainable, environmentally friendly and airy. Features include pale untreated wood, large windows and a generously sized bathroom, as well as the flatscreen TV, trouser press, free Internet access, safe and fridge you would expect. Crisp, simple Scandinavian design is favoured to create a sense of well-being. Rooms will be available from a current price of 99 euros per night plus breakfast. There will be a large health and fitness area containing modern cardio equipment. Conference rooms on the 7th storey will host events for up to 200 people and afford superb views across Hamburg.

Creative cuisine by Jamie Oliver with quick lunches for business customers

British celebrity chef Jamie Oliver is creating high-energy menus for the conference facilities and more. Food at the Scandic Hamburg EMPORIO is set to be delicious, while at the same time inspiring ideas and encouraging communication. Quick lunches should prove popular with business customers and shoppers. A theatre menu is planned for visitors to the nearby Laeiszhalle concert hall, while the bar will appeal to the after-work crowd.

Perfect location

The Scandic Hamburg EMPORIO has an unbeatable location. Hamburg's trade show and conference centre is within walking distance. Transport links are excellent, with the Gänsemarkt underground station opposite the hotel entrance. The hotel is thus ideal for conference visitors, shoppers and leisure guests.

Good prospects for Hamburg as a hotel location

Hamburg has performed very well in recent years. The city has enjoyed above-average growth in tourism compared to Germany's other most popular cities, and the newly established Hamburg congress office has achieved solid successes in the trade show and conference market. "Given the HafenCity development, Elbe Philharmonic Hall and growth in the Hamburg region, the Scandic Hamburg EMPORIO will be able to position itself successfully in

the Hamburg market despite strong competition,” thus the confident assessment of Dr. Frank Billand, member of the management team at Union Investment Real Estate GmbH. “Since opening last October, the Scandic hotel in Berlin has got off to a very successful start,” says Michel Schutzbach, Vice President Scandic Europe. “We are aiming to grow further in Germany and are thinking about hotels in other locations with potential,” he adds.

The Scandic Hamburg EMPORIO is situated within the new EMPORIO quarter being created in Hamburg’s Neustadt area, which also includes a 23-storey office tower and 42 apartments. The EMPORIO quarter is part of the portfolio of the Unilmmo: Deutschland open-ended real estate fund.

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