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CLASSIK HOTEL COLLECTION

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# KEY FIGURES

+20 years GmbH

110 employees from 18 countries

4 HOTELS, 1 MANAGEMENT  
and 1 BUSINESS CENTRE  
at 5 locations

Ø 64.000

   social media impressions

PER MONTH

Ø 10.000 website visitors  
PER MONTH  
and 10,3 % of total revenue

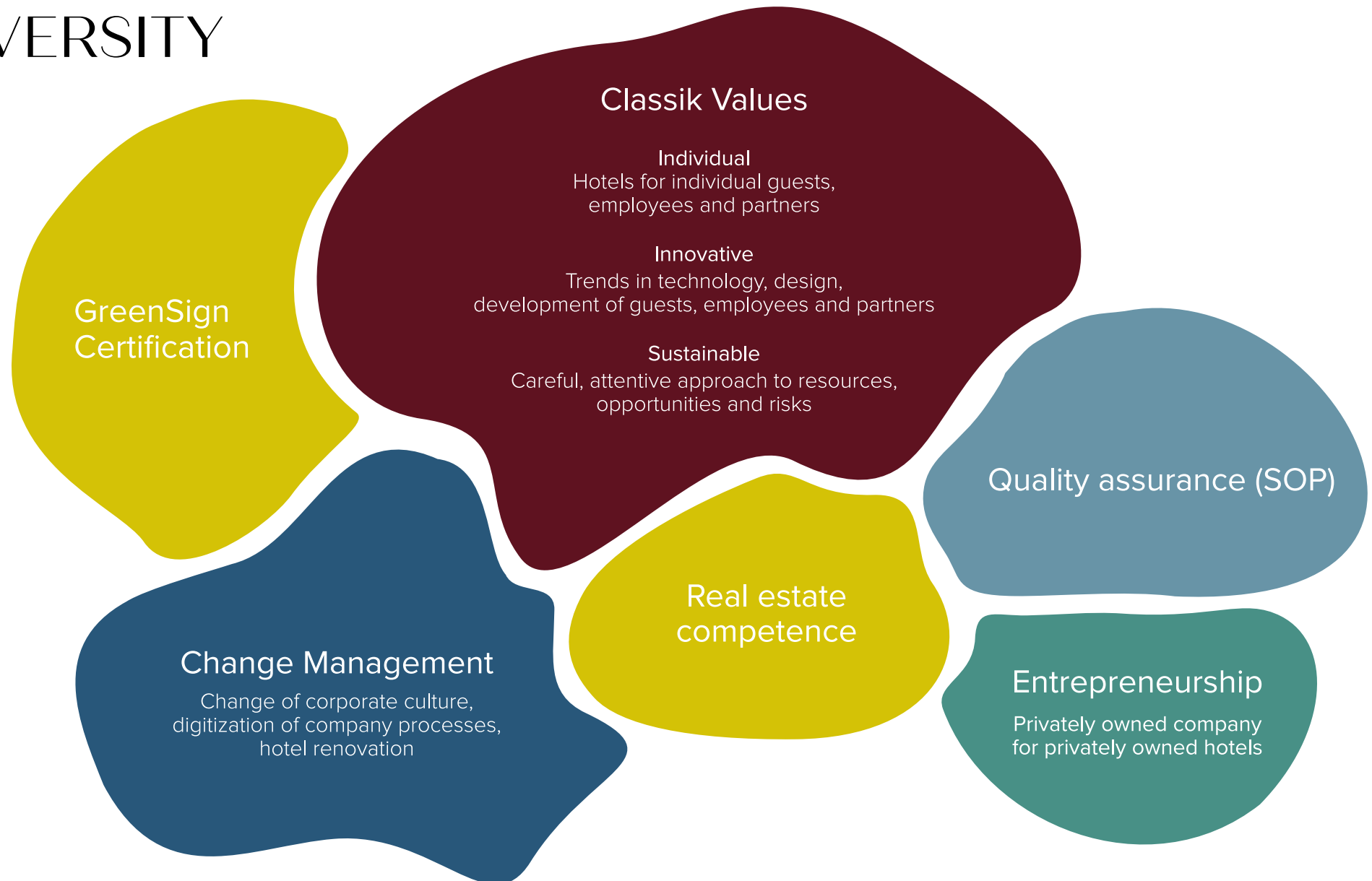
> 16 Mio € revenue in 2024  
ADR 135,00 €

6 Mio € balance sheet total  
2024

6,6 % year-on-year increase in revenue  
with the same sized portfolio

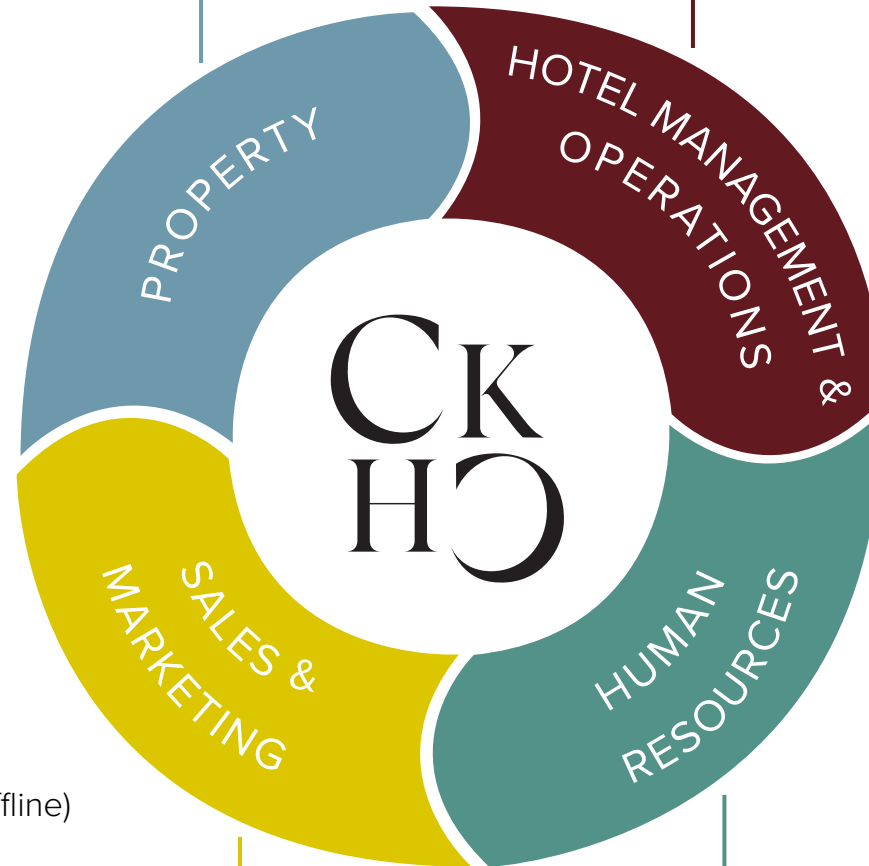


# CLASSIK DIVERSITY



# 360 DEGREE PERSPECTIVE

Network of design, architecture and construction partners  
 Project management  
 Due diligence  
 Central facility management & security management



Central hotel sales  
 Acquisition with warm and cold data  
 Newsletter, customer events  
 Global leisure & corporate sales

Central marketing  
 Direct marketing & distribution (online/offline)  
 Digital and print media design  
 Website (SEO, SEA, reporting, development, design)  
 Corporate merchandise shop

Central social media  
 LinkedIn, Instagram, Facebook

..

Central revenue  
 Central reservation  
 Central accounting  
 Integrated reporting & portfolio mgmt.  
 Digital customer journey  
 Chatbot, online check-in, digital guest info., etc.  
 Rooms division  
 Food & beverage  
 Building technology  
 Ticket system, etc.  
 Standard operating procedures & quality assurance  
 ...

Central contract and HR management  
 Recruitment  
 Career page, e-recruitment  
 Employer branding  
 Job benefits, corporate culture & values, careers, communication, social engagement  
 Digital  
 Payroll management, work scheduling, intranet, communication, HR management  
 ...



**PAUL L. DREYKLUFT**  
Managing Director

**SIMONE GRAEBNER**  
Owner and Managing Director

## HEADQUARTER



**DR. BETTINA BOUCSEIN**  
Department of Human Resources



**ELIZA BÖKER**  
Department of E-Commerce & Graphic



**HENRIK FEßLER**  
Department of Finance/  
Authorised representative



**KEVIN SIBÜRGE**  
Department of Revenue/ Reservation



**GERT KUSCHKA**  
Department of Facility Management

## GENERAL MANAGER



**JENS MEIßNER**  
Classik Hotel Alexander Plaza  
Classik Hotel Hackescher Markt  
Classik Business Space, Berlin



**AYMAN MONEIM**  
Classik Hotel Martinshof,  
Munich



**AYLIN LAMSFUSS**  
Classik Hotel Antonius, Cologne



**GORDANA SCHMIDT**  
Classik Hotel Magdeburg



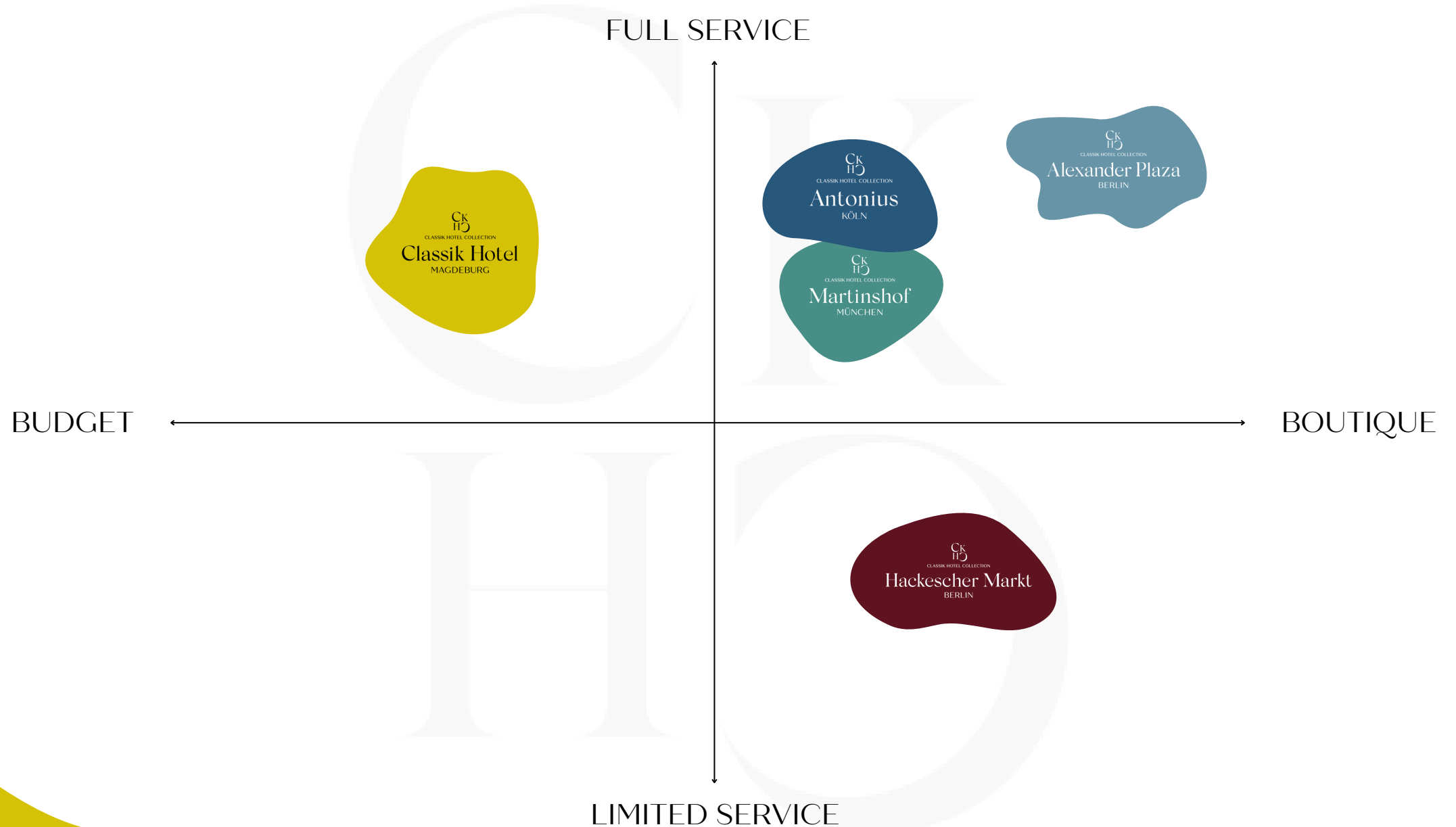
INDIVIDUAL

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# BRAND POSITIONING

Individual hotels with innovative concepts for a sustainable stay





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CLASSIK HOTEL COLLECTION  
**Alexander Plaza**  
BERLIN



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CLASSIK HOTEL COLLECTION  
**Hackescher Markt**  
BERLIN



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CLASSIK HOTEL COLLECTION  
**Classik Business Space**  
BERLIN



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CLASSIK HOTEL COLLECTION  
**Martinshof**  
MÜNCHEN

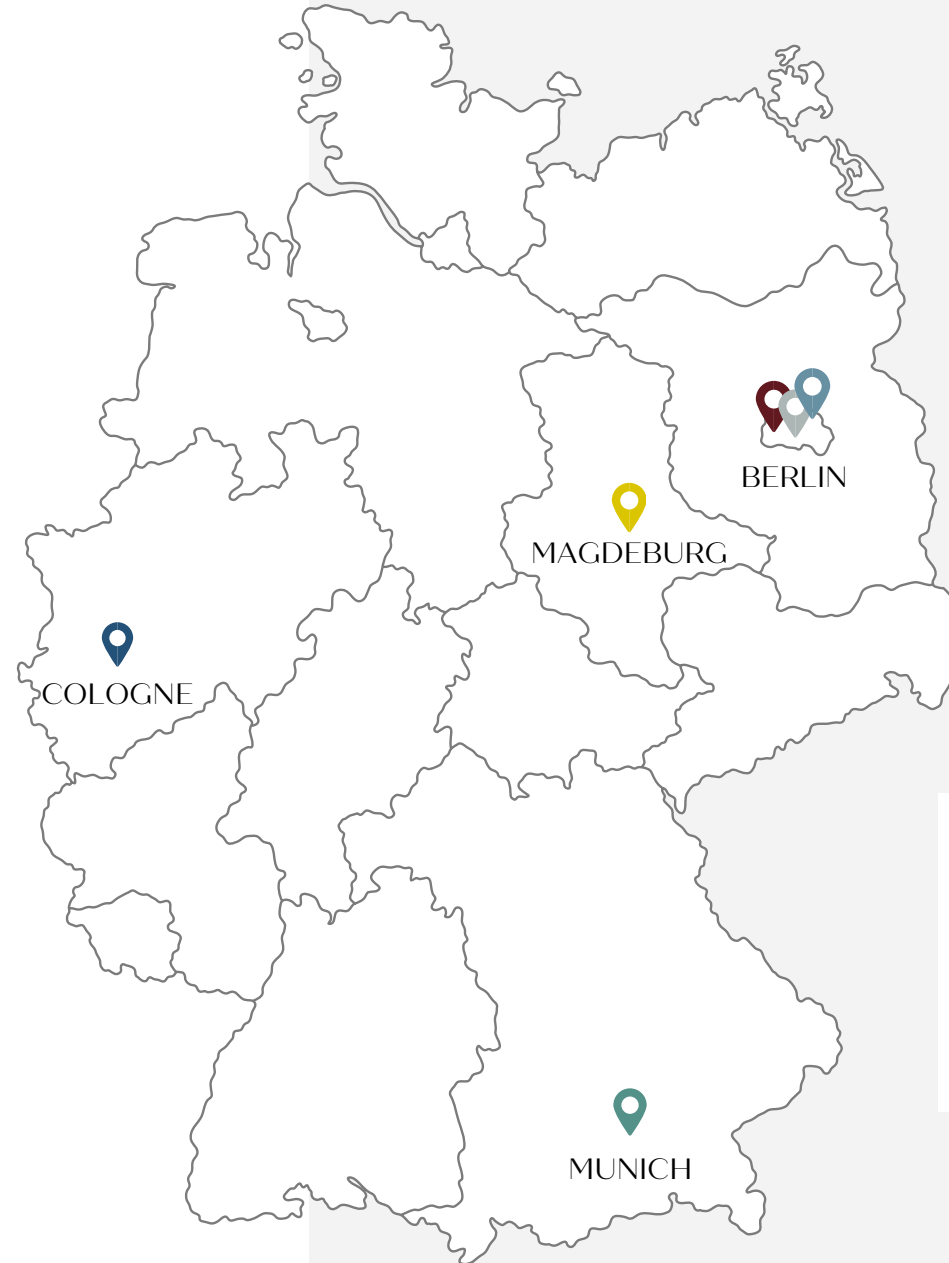


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CLASSIK HOTEL COLLECTION  
**Antonius**  
KÖLN



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CLASSIK HOTEL COLLECTION  
**Classik Hotel**  
MAGDEBURG

# PORTFOLIO



Alexander Plaza  
BERLIN



Category	Boutique full service
Rooms	94
Opened	1997
Last renovated	2020
Self-check-in possible	November 2023

Hackescher Markt  
BERLIN



Category	Boutique limited service
Rooms	32
Acquired	2008
Last renovated	2024
Self-check-in only	March 2024

Classik Business Space  
BERLIN



Category	Business centre & coworking
Office space   office units	3,343m <sup>2</sup>   75
Acquired	2021
Last renovated	2021
Fibre-optic internet connection at every workstation, across seven floors	October 2023

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**Martinshof**  
MÜNCHEN



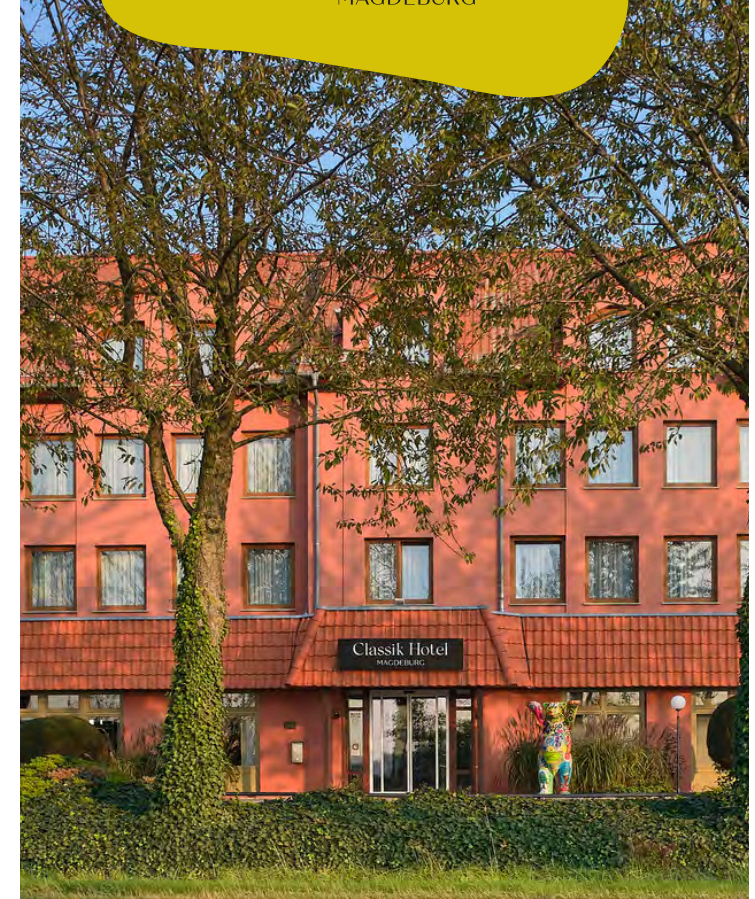
Category	Boutique full service
Rooms	64
Opened	1989
Last renovated	2021
Self-check-in and host service	October 2023

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KÖLN



Category	Boutique full service
Rooms	54
Acquired	2022
Renovated	2022
Self-check-in and host service	September 2023

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**Classik Hotel**  
MAGDEBURG



Category	Budget full service
Rooms	109
Opened	1992
Last renovated	2021
Self-check-in and host service	November 2023

INNOVATIVE

# CHC DIGITAL

Find us on:



@classikhotelcollection  
@classikhotelcollection.career

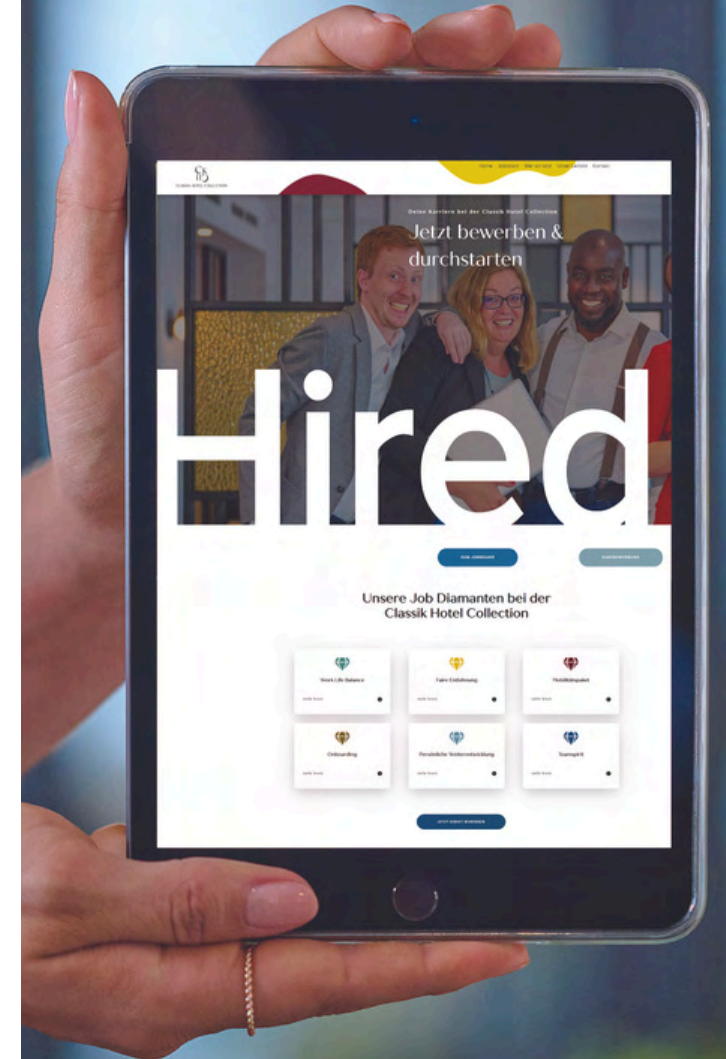
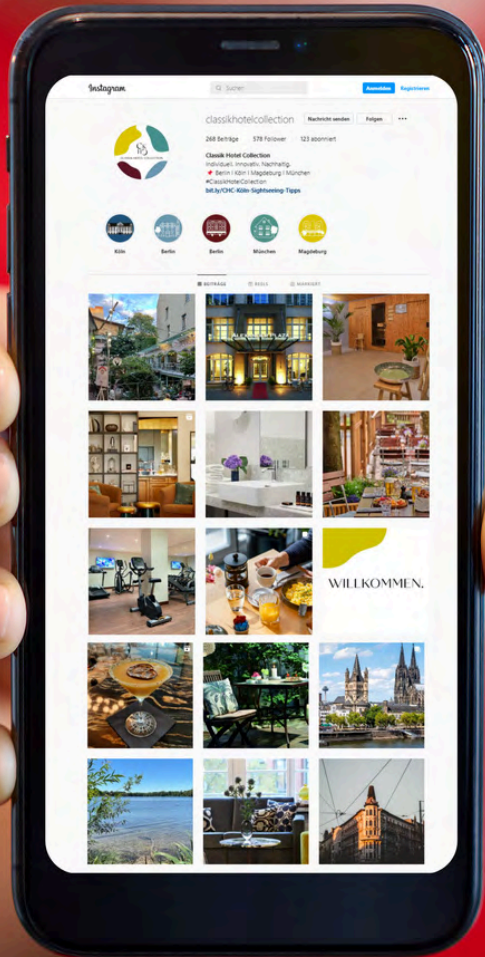


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[career.classik-hotel-collection.com](http://career.classik-hotel-collection.com)



# SUSTAINABLE

## GreenSign

GreenSign, the sustainability certification for hotels

The Classik Hotel Collection has been awarded Level 3 and Level 4 GreenSign hotel sustainability certifications.



The sustainability concept is implemented and lived in almost every area of the hotel.



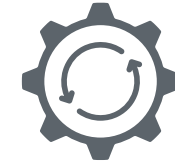
The requirements of sustainable business are met by the hotel to a high degree.



The hotel's sustainability concept is exemplary and optimally implemented.



Beehive on the roof of the Classik Hotel Alexander Plaza



“Let us sustainably strengthen your hotel business with individual products and innovative concepts.

WE LOOK FORWARD TO MEETING YOU!”



CLASSIK HOTEL COLLECTION

PAUL L. DREYKLUFT

Managing Director

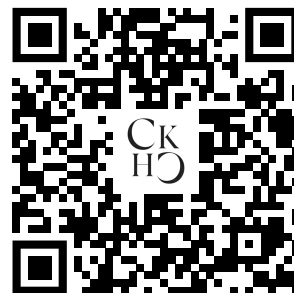
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