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CLASSIK HOTEL COLLECTION

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# KEY FIGURES

+20 years GmbH

5 HOTELS and  
1 BUSINESS CENTRE  
at 5 locations

> EUR 15 million  
est. revenue in 2023    ADR    EUR 107.75

25% year-on-year revenue growth

122 employees from 22 countries



35,000

newsletter subscribers

15 editions in 2022

146,000




website visitors

PER YEAR

33% click conversion

12,8% of total revenue

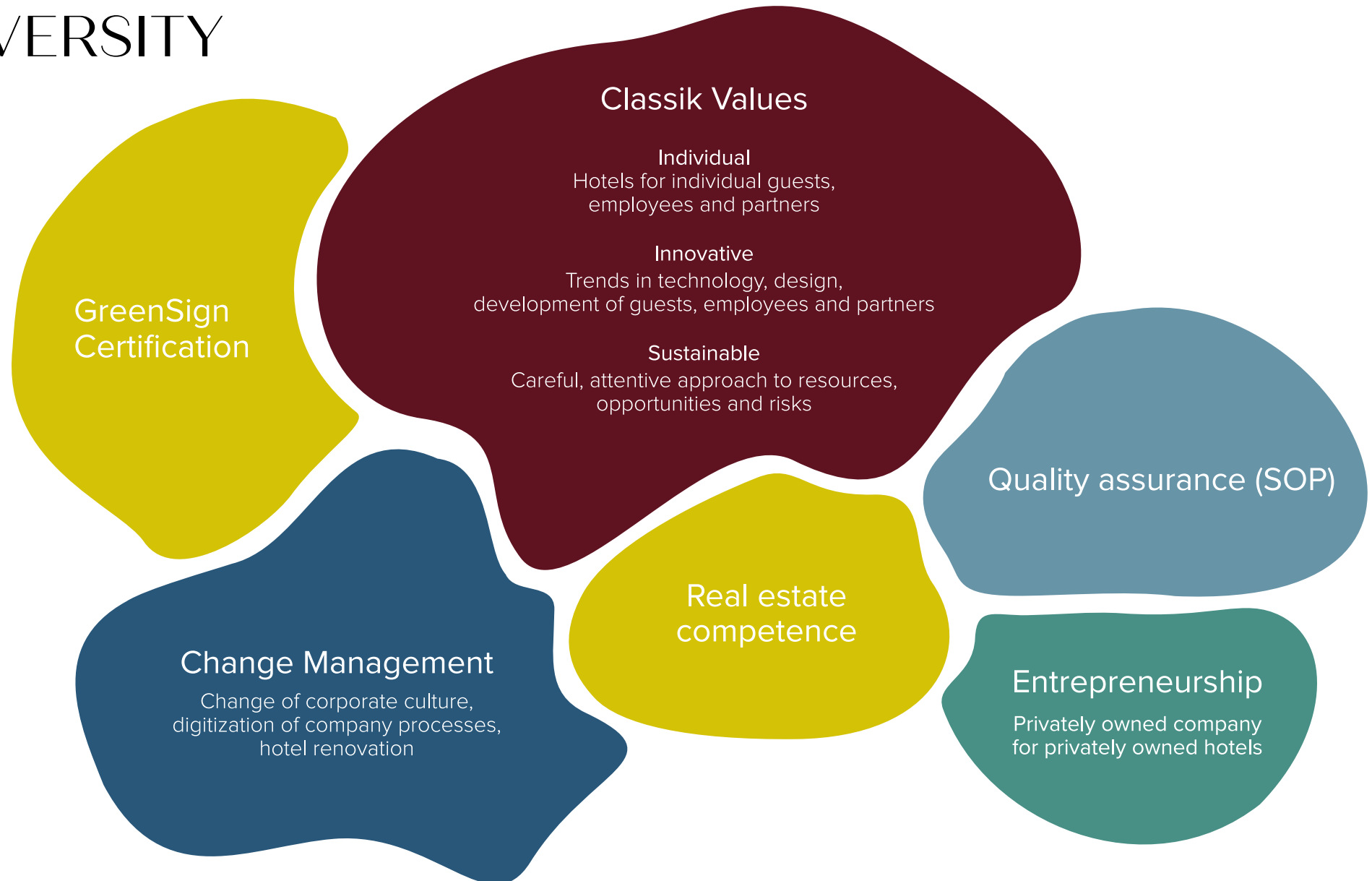
164,000

   social media impressions

PER MONTH



# CLASSIK DIVERSITY



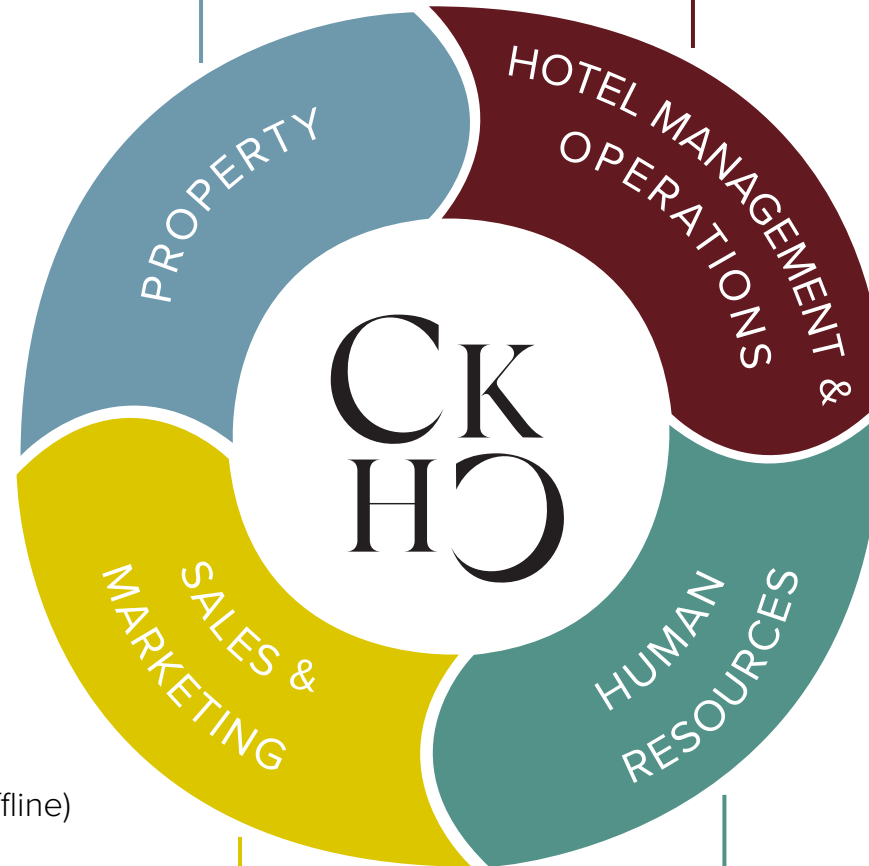
# 360 DEGREE PERSPECTIVE

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  
...

# TEAM



PAUL L. DREYKLUFT  
Managing director

SIMONE GRAEBNER  
Owner and managing director



DR. BETTINA BOUCSEIN  
HR department



HENRIK FEßLER  
Finance department



VANESSA GASE  
Integration and projects department



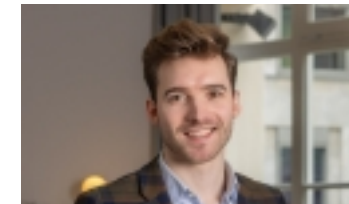
STEVE SCHRÖDER  
Revenue department



MYRIAM RÄDERSCHIEDT  
Reservation department



GERT KUSCHKA  
Facility management department



TOBIAS KOPPISCH  
Sales & marketing department





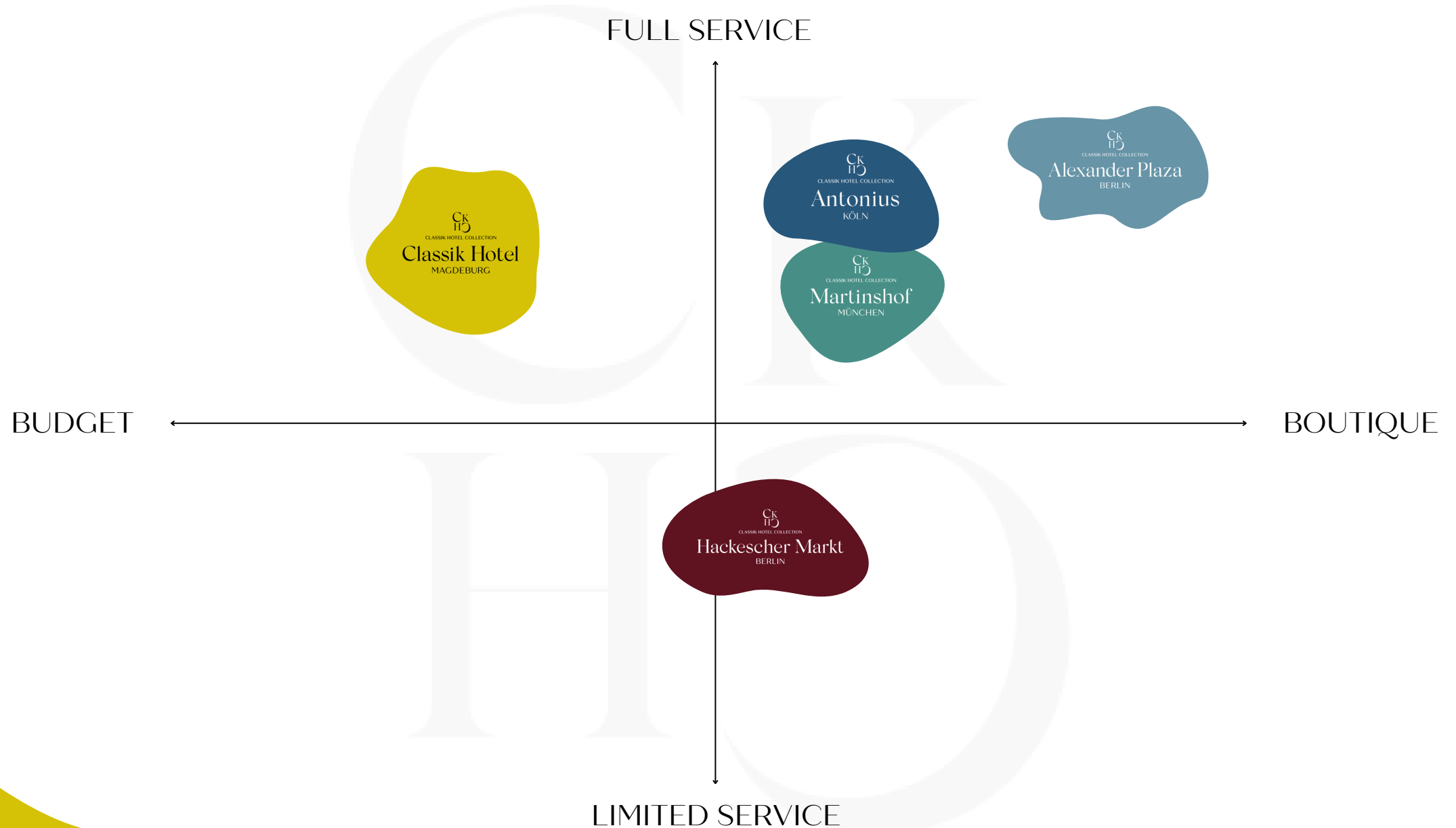
INDIVIDUAL

СК  
НО



# 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



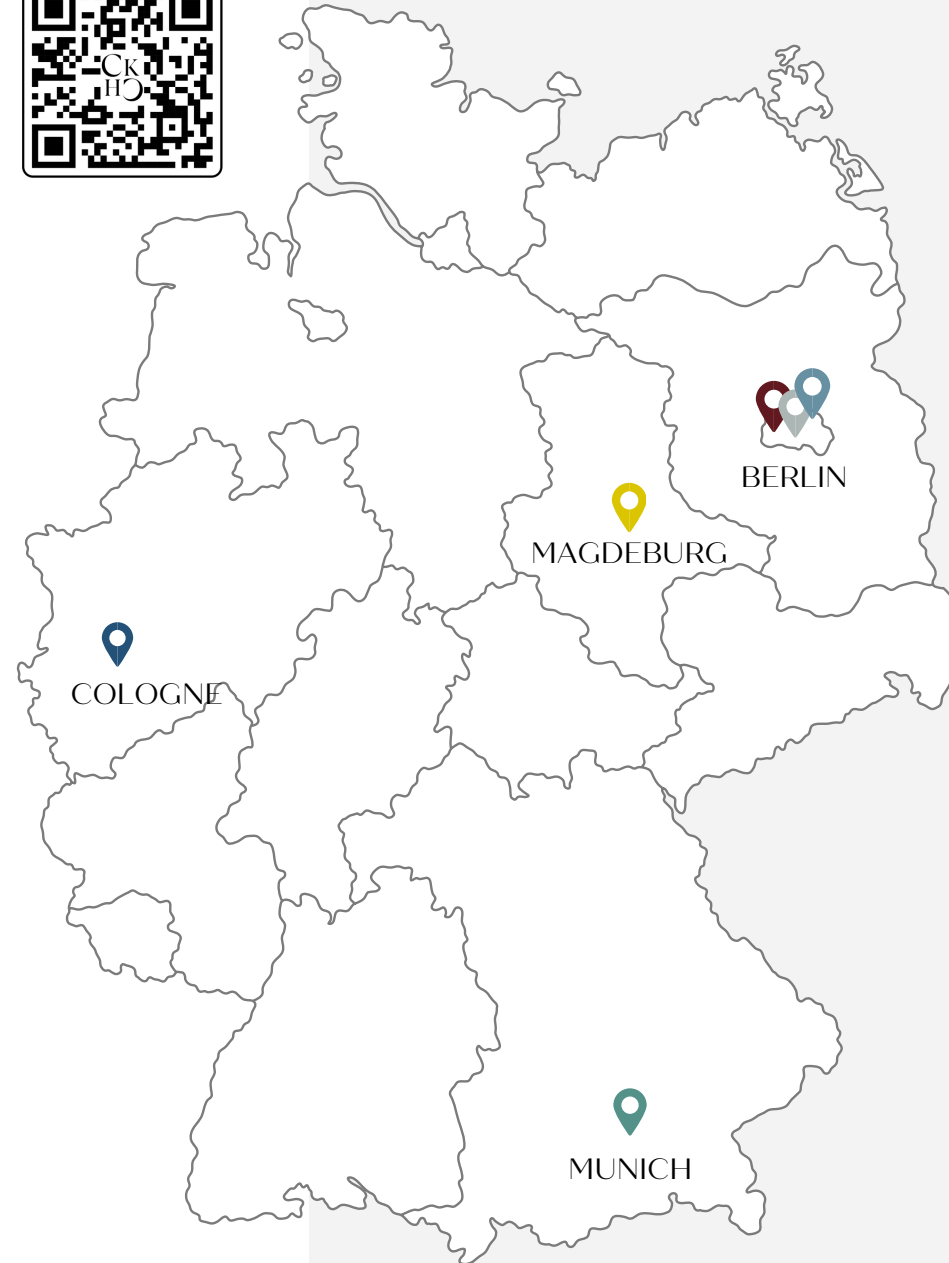
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CLASSIK HOTEL COLLECTION  
**Antonius**  
KÖLN



CK  
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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	2021
Self-check-in only	February 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 network	October 2023



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CLASSIK HOTEL COLLECTION  
**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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CLASSIK HOTEL COLLECTION  
**Antonius**  
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 COLLECTION  
**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:



Instagram

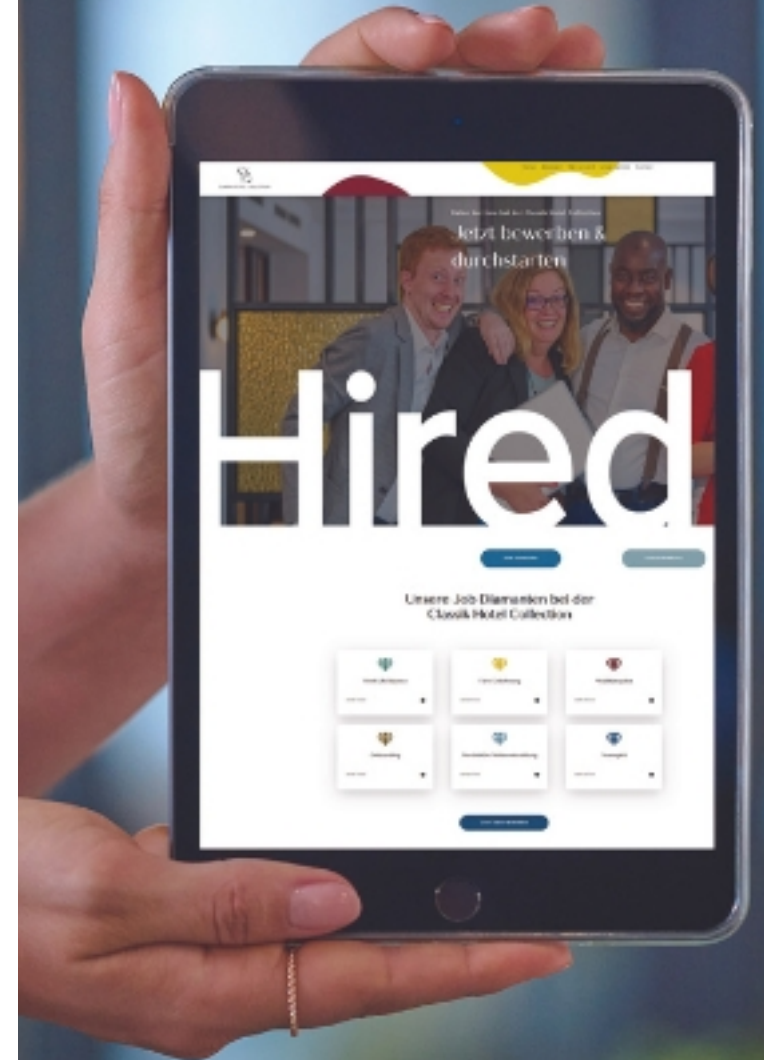
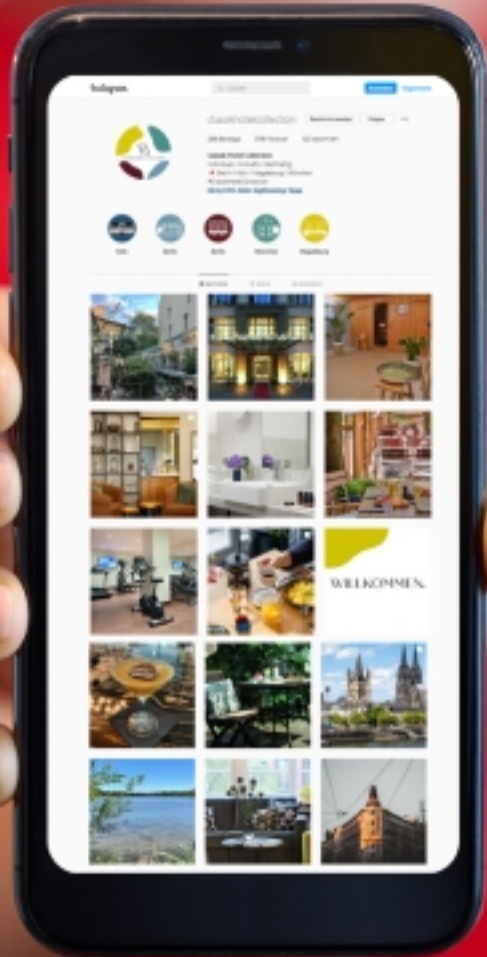


Facebook



LinkedIn

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

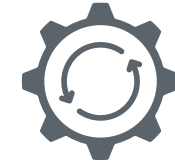
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Antonius  
KÖLN





“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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**SIMONE GRAEBNER**

Owner and Managing Director

