

## PRESS RELEASE

Frankfurt am Main / Berlin, 20. August 2024

# Radisson Hotel Group brings prizeotel to Berlin

**The Radisson Hotel Group is bringing its midscale lifestyle brand to the German capital. In Berlin's Prenzlauer Berg district, the prizeotel Berlin-City with 315 rooms will be part of a newly emerging mixed-use development and is scheduled to open in 2027.**

prizeotel Berlin-City is being built as part of a long-term lease agreement with project developer PRIMUS Immobilien AG and implements prizeotel's new design and space concept presented in 2022. As a mixed-use project, the new building in a prime location in Berlin's Prenzlauer Berg district will also house other types of use in addition to the hotel, which occupies approx. 60% of the space. DGNB Gold certification is planned for the entire building complex.

*"Berlin remains a highly interesting destination for hotel development for the Radisson Hotel Group. In addition to conversions of existing properties, we also continue to focus on new construction projects, as is now the case with prizeotel Berlin-City. With the new hotel, our Berlin portfolio grows to 8 hotels with over 3,000 rooms under 7 different brands,"* says Max Gross, Vice President Business Development at Radisson Hotel Group.

The prizeotel Berlin-City will have 315 rooms in various categories. The rooms will be equipped with high-comfort beds, flat-screen TVs and technical features such as wireless charging directly at the bed and free, fast Wi-Fi. The hotel's lobby as well as the bar and social space with co-working area and breakfast restaurant are located on the top floor and offer a fantastic view of Berlin's city center. Located directly on the Berlin Ringbahn with the Greifswalder Straße station, the hotel is perfectly connected to the city's sights and nightlife, the trade fair, the airport and Berlin's long-distance train stations.

*"With this property, PRIMUS is continuing its strategy of making targeted investments in very good district locations and developing ESG-compliant commercial developments of the highest standard. In addition to rental and owner-occupied apartments, the commercial sector remains attractive for us. We are pleased about the early lease to the Radisson Hotel Group, which will contribute to the attractiveness of the district for visitors,"* says Sebastian Fischer, CEO of PRIMUS Immobilien AG.

*"With the prizeotel brand, we were able to win a lively and modern hotel concept for our project, which fits perfectly with the vibrant district of Prenzlauer Berg. With the conclusion of the lease agreement with the Radisson Hotel Group, the occupancy rate is now 75%. We are already in concrete talks for the remaining space, so we are confident that we will achieve full occupancy by the planned start of construction in the first quarter of 2025,"* adds Christian Mühlens, Head of Development at PRIMUS Immobilien AG.

Sustainability plays a key role at prizeotel. All of the brand's hotels are paperless and cashless, rewarding guests who forgo daily housekeeping with drink tokens and donating surplus food to local charities. Since 2023, all stays at prizeotel have been 100 percent CO<sub>2</sub>-neutral as part of the prizeotel's sustainability promise: All emissions caused by guests are offset through certified climate protection projects.

The German prizeotel portfolio is now growing to 14 hotels with around 2,800 rooms. In Europe, there are a total of 19 prizeotels in operation and development, in addition to Germany also in Belgium, Ireland, Austria and Switzerland. Expansion into other European markets is planned.

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MEDIA CONTACT RADISSON HOTEL GROUP:

**Simon Riegler-Kern**, Senior Area Manager PR CESEE & Marketing Activation DACH  
[simon.kern@radissonhotels.com](mailto:simon.kern@radissonhotels.com)

MEDIA CONTACT PRIMUS IMMOBILIEN AG:

**Holger Friedrichs**, PB3C GmbH  
Phone: +49 30 726276-157  
[friedrichs@pb3c.com](mailto:friedrichs@pb3c.com)

ABOUT RADISSON HOTEL GROUP

Radisson Hotel Group is a leading international hotel group that operates or develops more than 1,400 hotels in more than 95 countries in Europe, the Middle East, Africa and Asia Pacific. The Radisson family of brands includes Radisson Collection, art'otel, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson and prizeotel, which are combined under the Radisson Hotels umbrella brand. The Radisson Rewards international rewards program offers benefits for guests, meeting planners, travel agents and business partners. Radisson Meetings offers customized solutions for any event, including hybrid offerings. All Radisson Meetings events are CO<sub>2</sub> neutral.

More information on [radissonhotels.com](https://www.radissonhotels.com) or on

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ABOUT PRIMUS IMMOBILIEN AG

PRIMUS Immobilien AG is a leading real estate investor with a focus on project development. Since 1993, it has been developing, planning and building sustainable real estate projects in a wide range of asset classes in exciting inner-city locations with a total of 28 employees. The company currently has a project volume of approx. 800 million euros. [www.primusimmobilien.de](https://www.primusimmobilien.de)