

Steigenberger Hotels & Resorts brand coming to Bielefeld

Franchise agreement concluded by LFPI Hospitality Group and Deutsche Hospitality

Frankfurt am Main, 11 July 2023

The Steigenberger Hotels & Resorts brand is expanding its portfolio: LFPI Hospitality Group and Deutsche Hospitality have signed a franchise agreement for a hotel in Bielefeld. Historic Hotel Bielefelder Hof will be operating under the name "Steigenberger Hotel Bielefelder Hof" beginning February 1, 2024.

In the words of Oliver Bonke, Chief Executive Officer of Deutsche Hospitality: "I am delighted that Hotel Bielefelder Hof is to become part of the portfolio of our renowned Steigenberger Hotels & Resorts brand. The brand blends rich heritage, modern excellence, and heartfelt service, all of which is reflected in the Hotel Bielefelder Hof, the first address of the city. In LFPI Hospitality Group we found an experienced hotel owner and operator as a franchise partner."

"The partnership with Steigenberger Hotels & Resorts will further bolster our position in the regional hotel market. Moreover, we will be stepping up and widening ongoing renovation measures so that we can offer our guests a truly unique experience when they stay with us," adds Philipp Bessler, Managing Partner of LFPI Hospitality Group.

This superior 4-star hotel enjoys a prime location right across from the main railway station, offering a direct link to Stadthalle Bielefeld. The hotel building's stunning façade immediately catches the eye. And it features 161 comfortable rooms. Another highlight is the exclusive tower suite, situated in the building's historic bay window. Guests can indulge in regional cuisine in the EssBar. On top of it all, the hotel sports twelve air-conditioned meeting and event rooms, accommodating up to 180 people. For exclusive events that need to be pampered with outstanding service and culinary delights, restaurant GeistReich with its unique setting can be recommended. The hotel's facilities also feature a fitness room and its own underground car park, both of which guests are invited to use.

Located in north-east North Rhine-Westphalia, Bielefeld is an important business hub and university city. It not only attracts businesspersons and students but is also an attractive destination for active travelers and culture aficionados. Its proximity to the Teutoburg Forest offers numerous opportunities for outdoor activities such as hiking, cycling and exploring the wonders

Press release

of nature. Imposing Sparrenberg Castle, a historic fortress complex, is a popular destination for visitors interested in the history of the region. And there are many other historical sights, museums and cultural events in Bielefeld that captivate visitors. The city thus offers a successful blend of outdoor experiences and cultural highlights, making Bielefeld a truly multifaceted destination.

LFPI Hospitality Group currently operates 18 hotels in Germany. The Steigenberger Hotels & Resorts brand boasts a long history and now has 43 hotels on three continents, including 20 hotels in Germany.



Outside view © LFPI - Hotel Bielefelder Hof



Hotel room © LFPI - Hotel Bielefelder Hof



GeistReich Restaurant © LFPI - Hotel Bielefelder Hof

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Fireplace Room © LFPI - Hotel Bielefelder Hof

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About Deutsche Hospitality

Setting standards since more than 90 years: **Deutsche Hospitality** delivers outstanding hospitality in over 130 hotels in Europe, Asia and Africa. Eight distinctive brands, ranging from economy to luxury are unified under **H Rewards**, both seamless booking platform and loyalty program for more than 200 million loyalty members internationally. Deutsche Hospitality is part of Asian-based H World, one of the biggest and fastest-growing hotel groups in the world with a focus on digitization, technology and innovation. Visit www.deutschehospitality.com for more information.

About the LFPI Hospitality Group

Based in Paris, the LFPI Group (La Financière Patrimoniale d'Investissement) is a private European equity group with a long tradition; it is presently managing assets worth over € 12 billion. LFPI invests primarily on behalf of institutional clients in the fields of private equity, real estate, funds of funds and mezzanine. The German subsidiary focuses primarily on city hotels currently in operation and centrally located in city centers on a scale of 50 to 150 rooms and a two- to four-star classification. Headquartered in Cologne, LFPI Hospitality Group currently operates 18 hotels in Aachen, Augsburg, Berlin (2), Bielefeld, Bremen, Dortmund, Dresden, Erfurt, Cologne, Hamburg, Düsseldorf (2), Karlsruhe, Lübeck, Mainz, Speyer and Stuttgart and is seeking to expand to 20 to 30 hotels in Central Europe over the next three to five years. LFPI manages hotels for both external investors and Group-owned operations.

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