

Dobrý den, Praho: Zleep Hotel opens in Prague

Deutsche Hospitality expands into the Czech Republic

Frankfurt am Main/Prague, 16 November 2023

The Zleep Hotels brand continues its international growth in Europe: guests can now experience Scandinavian simplicity, Danish design, and quality where it matters at the new Zleep Hotel in Prague.

According to Denis Hüttig, Senior Vice President Operations Deutsche Hospitality: "The opening of Zleep Hotel Prague marks an important step in our strategy of international expansion for Deutsche Hospitality and our brand Zleep Hotels. The select-service brand is one of the engines driving our growth. We are very pleased about the opening of our first Zleep Hotel in Central Europe, an exciting addition to our portfolio in one of the most popular destinations on the continent."

"Zleep Hotel Prague has all the prerequisites for success thanks to excellent transport accessibility to both the city center and the airport. It will also benefit from the business clientele from the neighboring office buildings," says David Musil, Director of Residential Development and Hospitality at Penta Real Estate.

Jiří Kladivo, Hotel Manager Zleep Hotel Prague, contributes wide-ranging experience from Prague's budget hotel industry: "Prague is a vibrant city full of history that enchants millions of visitors every year. My team and I are thrilled to offer guests a comfortable stay, in tune with our brand promise 'Go to Zleep Smiling'."

A good night's sleep is a sure bet in the 166 rooms thanks to the especially high-quality, extra-long beds. Each room has its own private bathroom with a rain shower. A stylish interior reflecting a Nordic influence with natural materials such as wood create a warm and cozy atmosphere. Travelers can enjoy smart TV and free Wi-Fi in their rooms, as well as guest terminals for self-check-in. The product is rounded off by a stylish lobby with breakfast and lounge area, a bar, and a terrace beckoning guests to get together and relax.

During wintertime, travelers benefit from a special offer at Zleep Hotel Prague: up to 35 percent off the Flex Price excluding breakfast. The Winter Special is bookable online until 24 February

Press release

2024 for travel between 27 November 2023 and 3 March 2024. For further information and reservation: www.hrewards.com

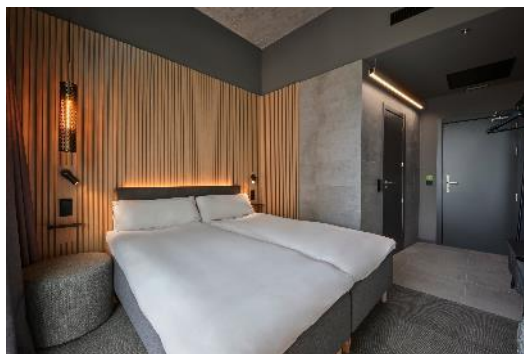
The hotel opens its doors in the new Waltrovka quarter in the southwest of the Czech capital. The city center, the congress center and Prague's Václav Havel Airport can be reached quickly and easily by public transportation: Radlická metro station and U Trezorky bus stop are just a few minutes' walk from the hotel.

Prague is the Zleep Hotels brand's third location outside Denmark, following Upplands Väsby, near Stockholm in Sweden, and Madrid in Spain. Deutsche Hospitality, to which the brand Zleep Hotels belongs, is thereby celebrating its entry into the Czech Republic market. Further Zleep Hotels brand openings slated for 2024 include Lausanne-Chavannes, Hillerød and Zurich-Kloten.

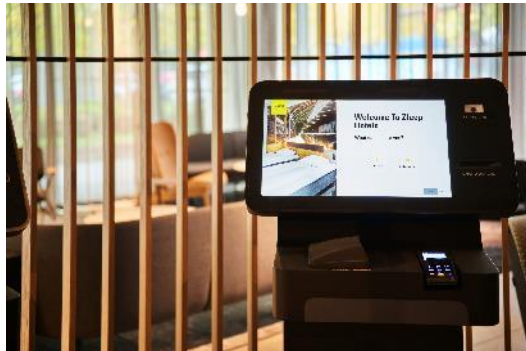
Zleep Hotel Prague is operated by Deutsche Hospitality in its capacity as leaseholder. The project was managed by the Czech project development company Penta Real Estate.



Zleep Hotel Prague is officially opened. From left to right: David Musil, Director of Residential Development and Hospitality Penta Real Estate, Petr Palička, Country Managing Director Penta Real Estate, Denis Hüttig, Senior Vice President Operations Deutsche Hospitality, Jiří Kladivo, Hotel Manager Zleep Hotel Prague © Steigenberger Hotels GmbH



Warm lighting and natural materials: Zleep Hotels room © Steigenberger Hotels GmbH



Zleep Hotels guest terminal © Steigenberger
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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 [deutschehospitality.com](https://www.deutschehospitality.com) for more information.

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