

Zleep Hotel Hamburg Volkspark welcomes first guests

Hamburg/Frankfurt am Main, 8 October 2025 – Moin Hamburg: The Zleep Hotel Hamburg Volkspark has opened its doors. Featuring Danish design and an attractive value-for-money concept, the hotel brings a fresh touch to Hamburg's hospitality scene. The hotel is ideally located near the Volksparkstadion and Barclays Arena: both venues are within easy walking distance.

"With the opening of the Zleep Hotel Hamburg Volkspark, we are bringing our economy lifestyle brand to one of Europe's most dynamic cities. With seven hotels now open, we are represented across all segments – from economy to upscale – in Hamburg, further strengthening our position in the local market," explains Dr. Stephan Hungeling, Chief Executive Officer of Steigenberger Hotels GmbH, to which the Zleep Hotels brand belongs.

Minimalism with added value

The Zleep Hotel Hamburg Volkspark offers 204 rooms in a functional Danish design – featuring clean lines, high-quality interiors and natural materials. The design focuses on essentials, combining timeless aesthetics with a distinct Scandinavian atmosphere.

The hotel embraces modern, guest-oriented services that seamlessly blend into its Nordic-inspired concept: digital guest terminals for self-check-in, a "Barception" combining reception and bar, and a bright, inviting lobby with lounge area and snack bar. A small, separable meeting space and self-service luggage lockers add flexibility for today's urban travelers.

"At Zleep Hotel Hamburg Volkspark, we combine Scandinavian flair with functional comfort. The lobby's cozy lounge areas offer space to arrive, work and unwind – whether during the day for co-working or with a refreshing drink after a football match or concert. The hotel is the ideal choice for price-conscious travelers who also value design and a welcoming atmosphere. Our guests can expect quality, simplicity and a sense of home," says Giuliano Graßmuck, Hotel Manager of Zleep Hotel Hamburg Volkspark.

Urban architecture with local character

The hotel will be certified according to the Gold Standard of the German Sustainable Building Council (DGNB) and features a distinctive container-style architecture designed by the Hamburg-based firm Kiskan Kaufmann Architekten.

Guests benefit from on-site parking and bicycle spaces. The S-Bahn station Eidelstedt with direct connections to Hamburg's city center is just a ten-minute walk away, while the A7 motorway can be reached by car in three minutes.

Following its successful market debut in Frankfurt-Kelsterbach, Hamburg marks the second Zleep Hotels location in Germany. The brand is also present in Madrid, Prague, Lausanne-Chavannes and Zurich-Kloten, with further projects planned in Leipzig, Bern-West and Lucerne-Emmenbrücke.

More information and booking: www.hrewards.com



Lounge area and snack bar Zleep
Hotel Hamburg Volkspark
© Steigenberger Hotels GmbH



Lounge area Zleep Hotel Hamburg
Volkspark © Steigenberger Hotels
GmbH



Guest Terminals for self-check-in
Zleep Hotel Hamburg Volkspark
© Steigenberger Hotels GmbH



Business Double Room Zleep Hotel
Hamburg Volkspark © Steigenberger
Hotels GmbH



Exterior Zleep Hotel Hamburg
Volkspark © Steigenberger Hotels
GmbH



Successful partnership for the
opening of Zleep Hotel Hamburg
Volkspark © Steigenberger Hotels
GmbH

About H World International

H World International combines the strengths of seasoned brands with international hotel expertise. The company is represented in Europe, the Middle East, India and Africa, as well as in the Asia-Pacific region, and is advancing expansion with a balanced blend of lease, management, and franchise hotels. Eight unique brands are united under the umbrella of H Rewards – the consumer-focused and simple booking platform and unique loyalty program with more than 288 million members worldwide. H World International is part of H World, one of the world's largest and fastest growing hotel groups. Further information is available at int.hworld.com.

Press contact

H World International | Lyoner Straße 25 | 60528 Frankfurt am Main | Germany

Eva Reinecke, Director Corporate Communications

E: media@int.hworld.com | T: +49 69 66564-427

int.hworld.com