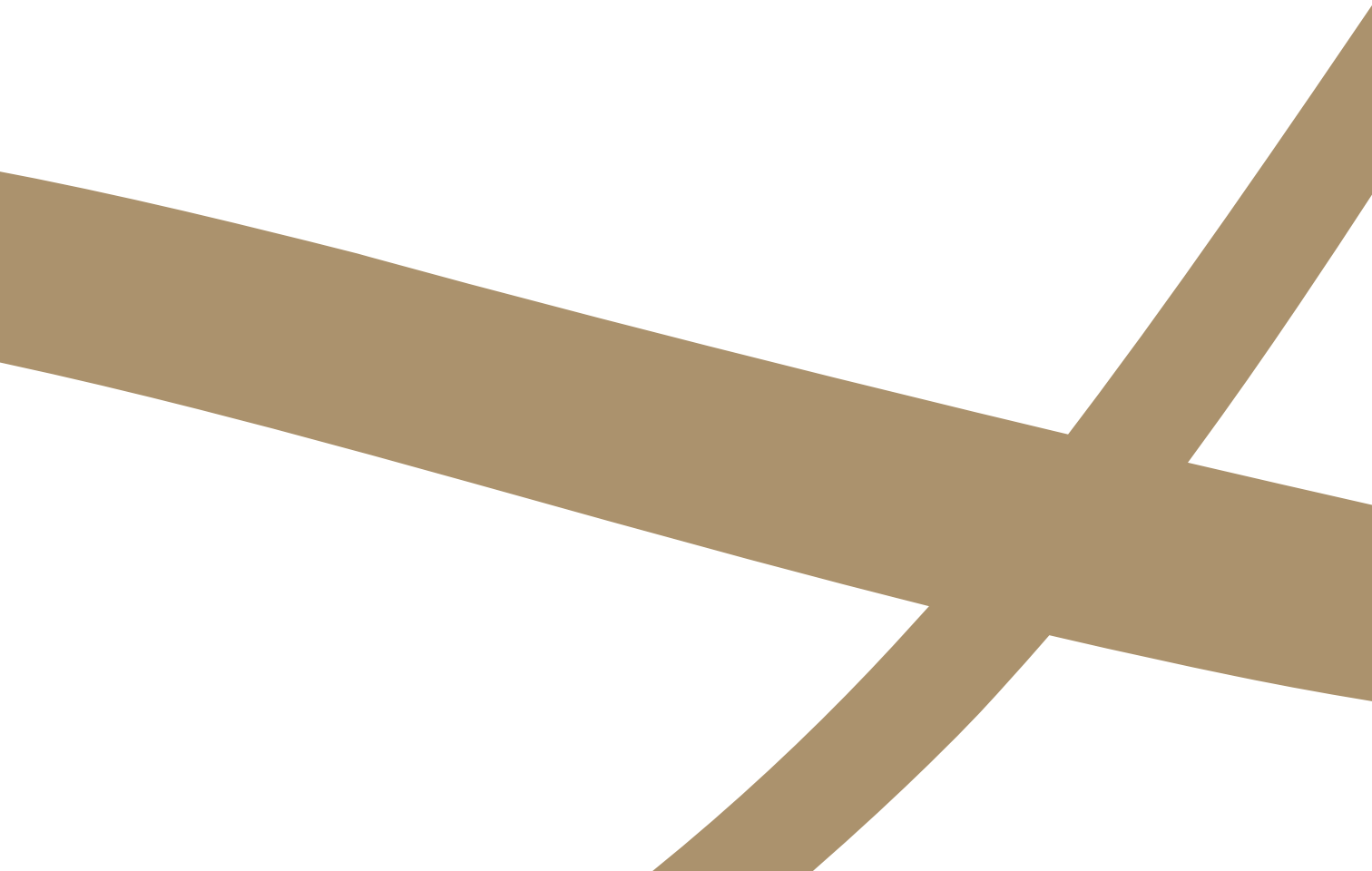




HOMMAGE  
LUXURY HOTELS COLLECTION



WHERE  
MOMENTS  
MAKE  
MEMORIES

THE HOMMAGE BRAND ALWAYS MAKES AN IMPACT  
BY COMBINING THE BRAND ESSENCE WITH EACH  
ESTABLISHMENT'S INDIVIDUALITY.



**HOMMAGE**  
LUXURY HOTELS COLLECTION

# AS A COLLECTION

The Hommage Luxury Hotels Collection brand consists of two central planks that complement each other to form a unique brand promise.

The brand essence consists of the elements that define a Collection establishment – specifically the repeated elements that guests can expect in every hotel. The second part of the brand promise is based on the unique character and personality of each property.

The result is a distinctive Hommage hotel experience that brings together the extraordinary nature of an individual hotel together with consistently high levels of quality, service, culture and sophistication.

The Hommage brand always makes an impact by combining the Collection experience and the personality of each hotel.

# THE UNIQUE HOMMAGE EXPERIENCE

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In a highly competitive market, relevant and tangible differentiation is the basis of successful brand positioning. Simply 'doing better' in the usual category standards is not enough.

A new brand in particular needs to shape its profile around what makes it different in order to give guests a reason to engage with the brand. For the Hommage Luxury Hotels Collection brand, the first step is to develop tangible and relevant USPs that can be implemented consistently as hallmarks in every hotel.

## 1 > HOMMAGE SERVICE

For the Hommage team, the very highest level of guest satisfaction is our top priority. We are approachable, committed and professional, working together seamlessly and always there to handle any request. This unique service can be experienced throughout the guest journey in all areas of the hotel and, of course, at three central touchpoints.

To begin, the Hommage reception offers guests an especially warm and personal welcome. During the stay, our personal assistance service provides attentive concierge assistance and at the end of the stay each guest receives a personal farewell. These points of contact are something that every guest can notice, and they are always special. Like all of our other service initiatives, they will become hallmarks. Our guests should associate our hotels with this level of service and always remember it fondly.

## 2 > HOMMAGE MOMENTS

The more demanding the guests, the more they desire exclusive, special experiences in line with their own individuality. This means that our hotels also act as a stage for extraordinary moments that other hotels cannot offer. The result is unique memories and 'social currency' for our guests, who make us stand out in the long term.

These Hommage moments are tailored to suit each of our establishments based on elaborate concepts. Our cultural and culinary offer at each hotel creates a multifaceted guest experience with local roots. This is reflected in the guest journey thanks to a special programme for immersing oneself in the region and gaining new experiences through exclusive cultural events and, above all, through the finest regional culinary delights.

## 3 > HOMMAGE SALON

The central location of our Hommage establishments is a room that is only open to guests: the Hommage salon. This room provides a stage and focal point for special Hommage moments. It acts as a drawing room and a place of retreat while also serving as a venue for special cultural encounters in music, literature or art.

The particular surroundings and tradition of each individual hotel come alive in their own way during such events, creating unique Hommage experiences for guests. The Hommage salon adds a distinctive element to the guest journey – exclusive and inspiring with an atmosphere that is both cosy and impressive.

## 4 > HOMMAGE MINDFULNESS

People talk a lot about mindfulness – and in our Hommage establishments it is put into practice. In addition to an individually developed spa and wellness facilities, we provide exclusive Hommage yoga activities.

Specifically prepared local options such as jogging routes in the nearby park, in the dunes or in the spa district complement help guests to 'live in the present' while practising sport during every stay.

The gastronomy concept of the Hommage Luxury Hotels Collection rounds off our approach to mindfulness on a culinary level. Through cooperation with well-known chefs, each individual Hommage hotel creates a special menu that does justice to the regional qualities of the establishment while meeting the expectations of today's guests and the principles of mindfulness. The overall result is a guest experience rooted in the pleasures of the moment.

## 5 > HOMMAGE DISCRETION

Especially in today's world, privacy is more important than ever. In order to provide our guests the highest level of satisfaction in this regard, we have set up areas in each of our Hommage hotels that are not open to the public.

Naturally, the professional discretion of all employees is a standard expectation at our hotels and there is a special security concept for particularly exposed guests.

*IN ALL FIVE AREAS, WE MEET OUR GUESTS' DESIRE FOR SUSTAINABLE EXPERIENCES WITH EXCEPTIONAL LEVELS OF QUALITY, INDIVIDUALITY AND AUTHENTICITY.*

## OUR HALLMARKS AT A GLANCE

- 1 > **HOMMAGE SERVICE**
  - > Warm welcome
  - > Personal assistance service
  - > Unique departure
- 2 > **HOMMAGE MOMENTS**
  - > Rooted in the local area
  - > Storytelling
  - > Social currency
- 3 > **HOMMAGE SALON**
  - > Signature room
  - > Closed to the public
  - > Venue for house events
- 4 > **HOMMAGE MINDFULNESS**
  - > Spa and wellness
  - > Yoga concept
  - > Local food and drink
- 5 > **HOMMAGE DISCRETION**
  - > Focus on complete privacy
  - > Professional discretion
  - > Security concept



This little gem nestled in the Rantumner dunes looks directly out on the North Sea. Located in Germany's high north, it offers guests unique culinary experiences with two-Michelin-starred luxury. Exclusive cooking courses round out the offer.



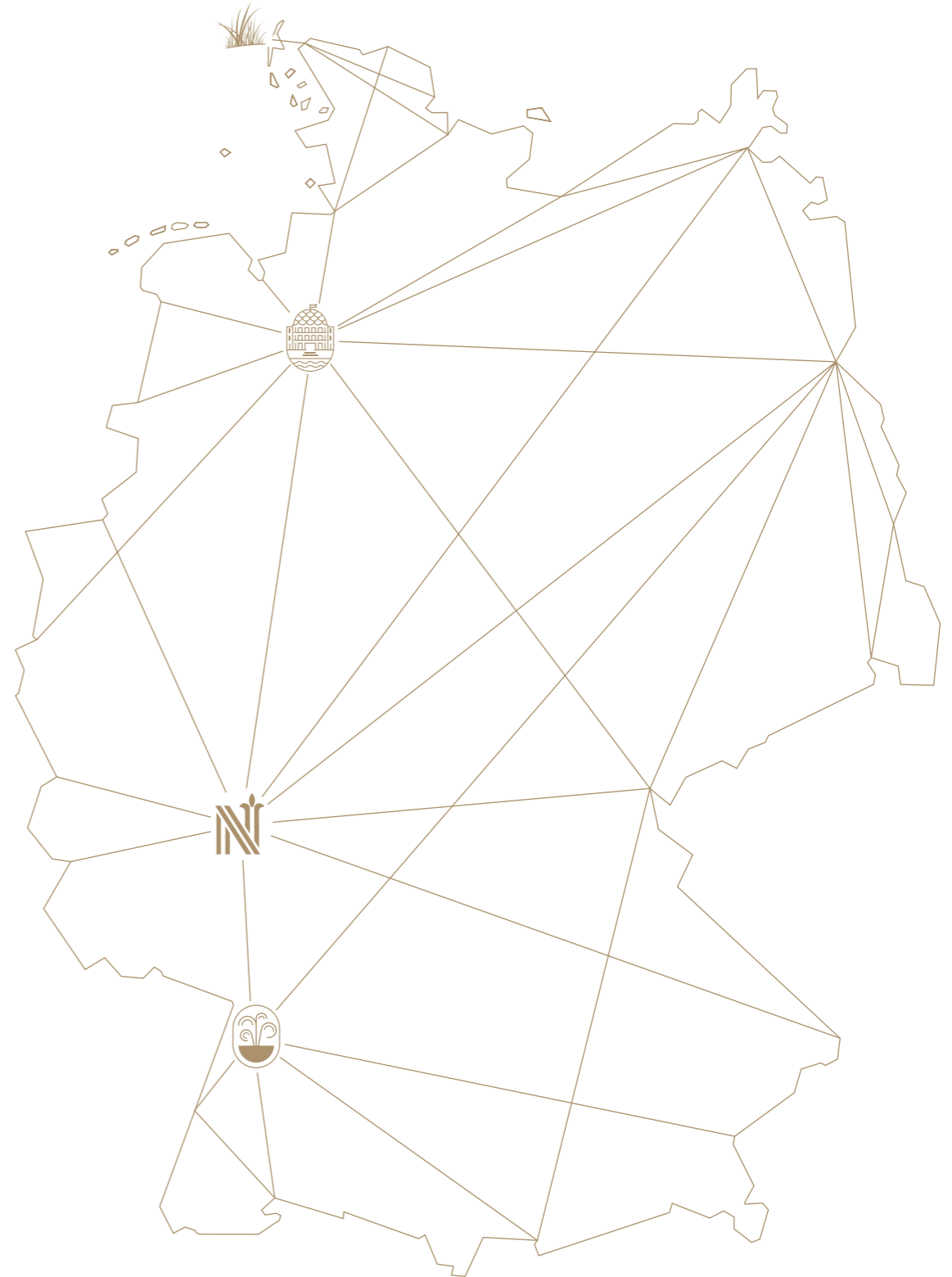
Bremen's 'old parlour' is a traditional grand hotel in the middle of an expansive park landscape. Its characteristic domed hall is a well-known landmark and can easily be seen from the city. Inside, it welcomes guests with classic Hanseatic hospitality for private weddings and other celebrations.



Situated between the Landtag and the Kurhaus, this venerable grand hotel comes with its own thermal spring and has welcomed many illustrious guests within its over-200-year history. The Kaminbar with humidior is unique in Wiesbaden, just like its highly acclaimed restaurant ENTE.



This stylish five-star hotel is located directly next to the Casino Baden-Baden and Kurpark. The historic grand hall echoes the past and providing modern inspiration, while the exclusive spa atmosphere ensures complete relaxation. In the Theaterkeller restaurant, one can enjoy new culinary interpretations of traditional regional specialties.





— NASSAUER HOF



— MAISON MESSMER







HOMMAGE  
LUXURY HOTELS COLLECTION

# AS AN EXPERIENCE

OUR CREDO FOR THE  
HOMMAGE LUXURY HOTELS  
COLLECTION BRAND IS 'WHERE  
MOMENTS MAKE MEMORIES' –  
AND WE ARE SERIOUS ABOUT  
THAT. WE WANT TO CREATE  
EXCEPTIONAL EXPERIENCES  
FOR OUR GUESTS THAT THEY  
WILL NOT FORGET.

Jörg T. Böckeler, CEO





# A NEW INTERPRETATION OF LUXURY

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The Hommage Luxury Hotels Collection combines first-class service, exquisite regional cuisine and a wide variety of wellness options, as well as unforgettable moments in traditional five-star hotels. What makes our accommodations so special is the promise of a truly unique experience in each one of the hotels. This is in part because every hotel belonging to the Hommage Luxury Hotels Collection has its own close connection to its surroundings and regional characteristics. This way, you can make a personal discovery while exploring the area. Our finely selected palette of hotel experiences covers a wide range of exclusive activities in and around the hotel, such as an early morning oyster harvest with a star chef. These experiences round off our reinterpretation of contemporary luxury. It's our promise to all our guests to provide them with the subtle differences that make a stay at any of our hotels something that will be remembered and cherished for a lifetime.



WHERE MOMENTS MAKE MEMORIES



# LOCAL DELIGHTS CRAFTED TO PERFECTION

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The best way to get to know a place is to try it. That's why each of our houses invites you to discover its unique regional flair through its individual cuisine and specialties. For us, the culinary journey is a very special one and begins with exquisite ingredients provided by our regional partners. These are then cooked to perfection by our top chefs, who always take the time to pay homage to the local culinary culture, whether in Sylt or Wiesbaden. Every dish is created with the utmost attention to detail, ensuring that the entire dining experience is a culinary firework.



# WHERE TIME DOESN'T MATTER

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Today, one of the biggest desires is to leave the hustle and bustle of everyday life behind. Our hotels are the ideal answer and offer all tranquillity-seeking guests an oasis of rest, care and relaxation. Enjoy skin-indulging minerals in exclusive spa surroundings that will soon become your favourite place to stay during your visit. Discover first-class beauty treatments and massages that will quickly become your fountain of youth. Find your balance with our yoga activities and feel the stress melt away. Or take an après-sauna swim and cool down in the largest pool in the country, namely, the North Sea, and experience the unforgettable connection between nature and joy.



# IT'S ALWAYS A PLEASURE

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Unique experiences need equally unparalleled surroundings. That's why at our houses, we take special care that the most important days in your life are something truly magical for both you and your guests. No matter what the occasion is – wedding, birthday or a new job milestone – we're there for you and always go the extra mile. It all begins with the exact planning of your celebration, and when it comes to this, we offer a wonderful range of unique venues. No matter if it's a small private room, ballroom or even the private rental of the Söl'ring farmhouse, we have just the place for your event. Our experienced service staff accompanies your planning from the beginning to the end. Our commitment to providing our guests with exclusive experiences throughout their entire stay makes us a trusted partner for creating magic and unforgettable moments.

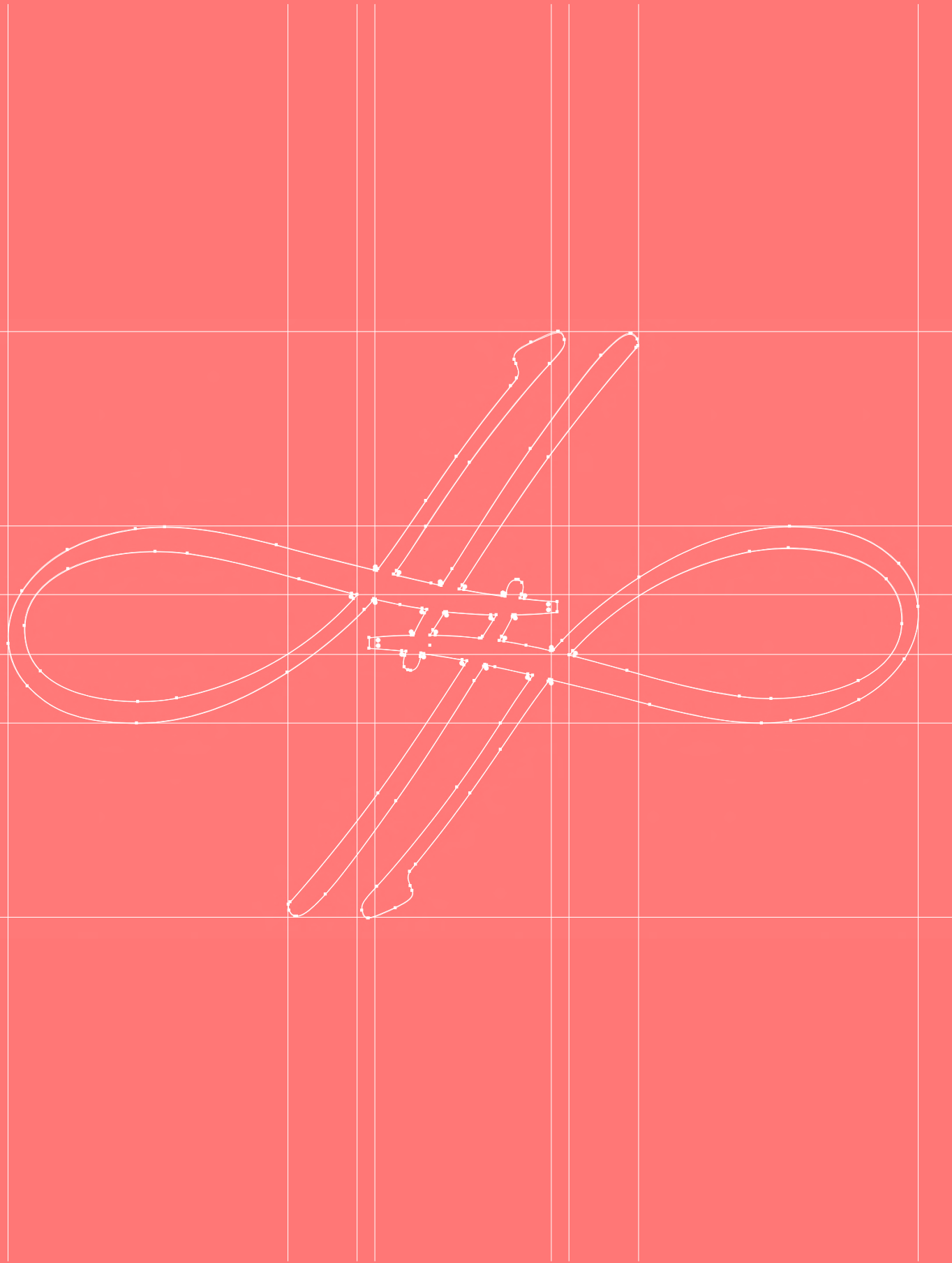


# DISCOVER HIDDEN MOMENTS

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As an exclusive service to our guests, we provide experiences that get them into contact with the local region and customs in the most authentic way possible. Our Hommage Moments are sure to be something you will always remember and cherish. Take, for instance, a private, guided museum tour after opening hours, harvest grapes at a private winery or pick oysters off the Sylt coast for a sumptuous champagne breakfast while the morning rays of the North Sea sky gently wake you up.

All Hommage Moments are tailored to their location and depend on the season. Each one is always limited to a certain number of people and can be exclusively booked at the Hommage Luxury Hotel Collection.



HOMMAGE  
LUXURY HOTELS COLLECTION

# AS AN UMBRELLA BRAND

The corporate identity features the successful marriage of traditional elements such as the crest, which is based on a repeated capital H written in bold calligraphy and modern elements, such as the contemporary look of the loops and rare colours.

Each hotels has its own corporate identity to emphasise its personality, and this fits seamlessly with other establishments as well as the umbrella brand.

All materials used for communication are of the highest quality with a consistent design to make a uniform statement.





# OUR STRENGTH: MARKETING

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## MARKETING

Marketing activities focus on appealing directly to our future guests. We use digital channels such as social media and our website for this. Continuous tracking allows us to constantly optimise the marketing budget.

## GEOGRAPHIC FOCUS

Our geographic focus is Germany, Austria and Switzerland as well as strong international inbound markets. Regular visits and exhibition appearances are planned.

- \* USA
- \* United Arab Emirates
- \* Russia
- \* UK

## PRICING POLICY

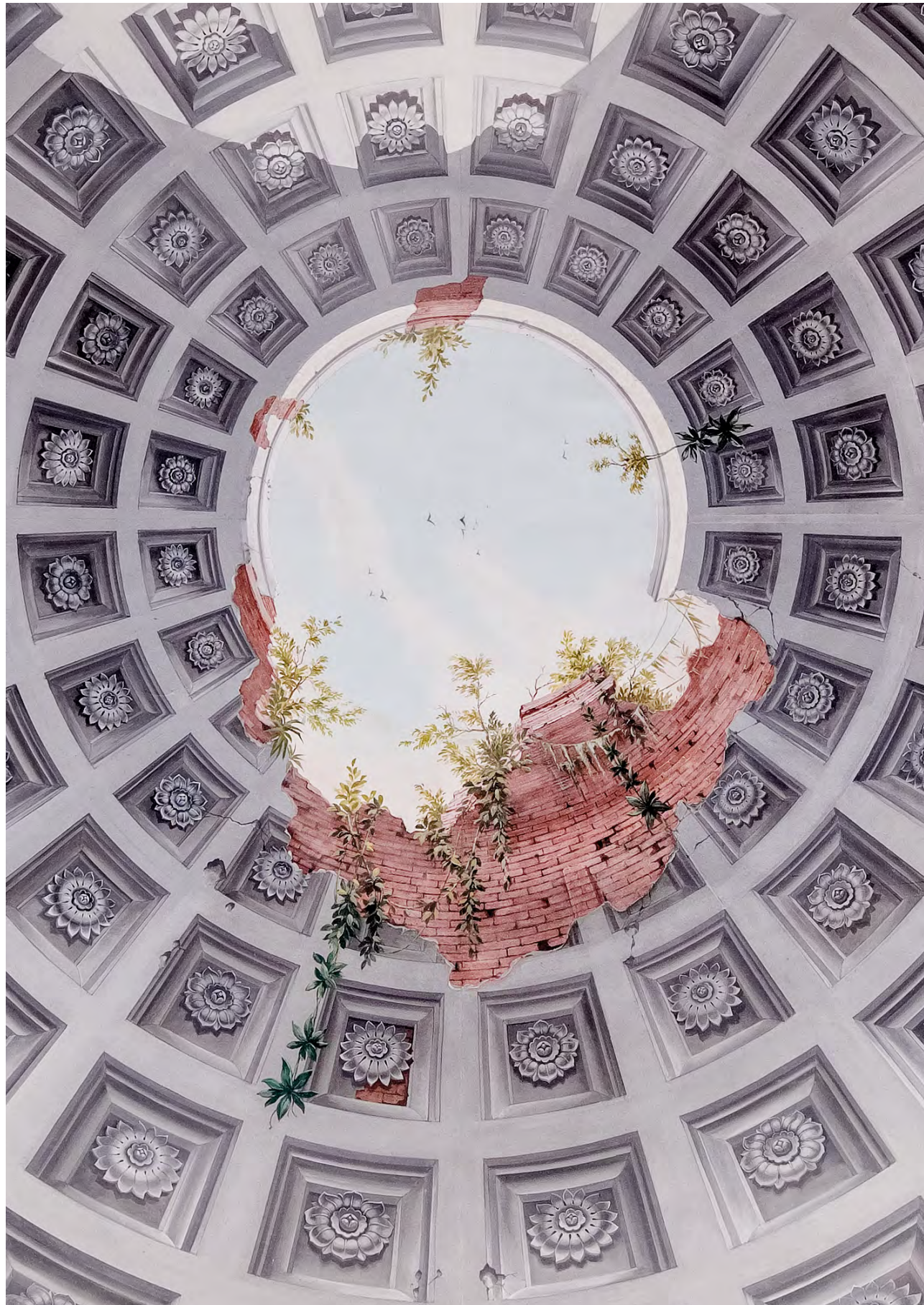
The Hommage pricing policy is based on the value of our products and services. For even greater attractiveness, prices can be combined for interesting components.

## SALES

Hommage aims to target a market segment with a high proportion of individual customers (more than 55 %), so sales are focused and specialised.

- \* International sales
- \* Luxury sales
- \* Luxury consortia
- \* International travel advisors
- \* Incentive agencies





# WHAT WE ARE LOOKING FOR

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We are looking for hotels with a unique personality, hotels that have an individual signature and abundant character. Hotels that will enrich our collection with their style and brilliance. We prefer established properties with a history and projects that tell a story. We are looking for hoteliers who understand that our kind of luxury stems from individuality and that Hommage provides the perfect conditions to allow the right hotel shine.

## SUMMARY

City or resort hotels with a five-star rating with at least 100 rooms in Germany, Austria or Switzerland. The buildings must include a bar, restaurant, meeting area, fitness suite and spa.

## TYPES OF CONTRACT

- ★ Lease (fixed, variable and hybrid)
- ★ Management (with and without guarantee)

## THE HOMMAGE LUXURY HOTELS COLLECTION

Quality, authenticity, a strong orientation and recognition factor – the individual charm of each of our establishments allows us to meet our guests' desire for very special and unique experiences. A small but subtle difference in the details sets us apart from everyone else. So much luxury is a must.



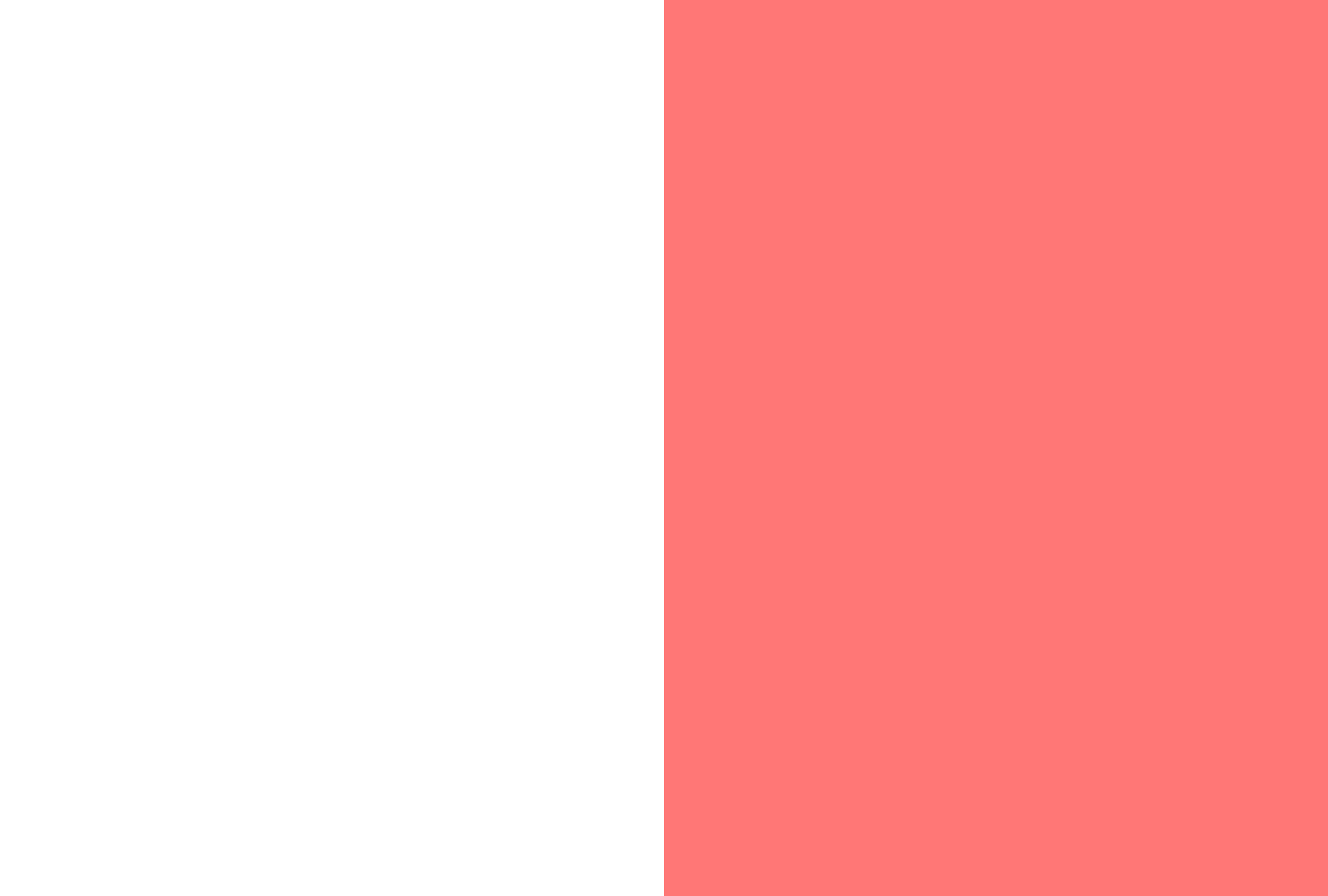
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Chairman of the supervisory board: Dirk Iserlohe

Register court: Cologne District Court  
Register number: HRB 59251  
VAT identification number in accordance with  
Section 27a of the German Value  
Added Tax Act: DE 814 788 952



 HOMMAGE LUXURY HOTELS COLLECTION

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SÖL'RING HOF  
SYLT

PARKHOTEL  
BREMEN

NASSAUER HOF  
WIESBADEN

MAISON MESSMER  
BADEN-BADEN

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HOMMAGE CONFIDENTIAL INFORMATION

[www.hommage-hotels.com](http://www.hommage-hotels.com)