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INTERNATIONAL HOTEL DESIGN

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564 NEW HOTELS WITH MORE THAN 79,000 ROOMS IN THE PIPELINE AS TOURISM BOOMS

The hotel market in Germany is undergoing major changes. According to TopHotelProjects, "564 new hotels with a total of 79,500 rooms will enter the market in the coming months and years."

Following the launch of Aloft hotels in Germany, which prides itself on being a music-focused hotel, a growing number of brands have introduced the next generation of medium-sized hotels, offering innovative hotel concepts in order to remain competitive.

Hamburg Novum Group, for example, has in recent months expanded its business from 41 to 60 hotels, by acquiring Winter Hotels, which will be completed in 2016.

Germany remains a focal point of interest for international hotel investors for purchasing and introducing new hotels.



HOTEL ZEPPELIN SAN FRANCISCO WILL OPEN SPRING 2016, ACCORDING TO VICEROY HOTEL GROUP

Viceroy Hotel Group has announced the launch of Hotel Zeppelin San Francisco, a progressive hideaway that reflects the heart and soul of the City by the Bay. Set in an historic building, two blocks from Union Square, Hotel Zeppelin rebelliously celebrates San Francisco's

tradition of counter culture with a mischievous approach to design. Dawson Design Associates (DDA) have planned for an 'unorthodox regeneration'. The hotel is slated to open Spring 2016.

DDA has forged a bold new vision for Hotel Zeppelin. It has constructed a seductive experience inspired by the SF artists, writers, poets, and musicians who broke the rules and changed the world.