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# NOVUM HOTEL GROUP TO DEVELOP DUAL PROJECT IN MAINZ

- **Lifestyle Hotel and Serviced Apartments**
- **180 rooms and 99 apartments**
- **Opening scheduled for autumn 2019**

Multi-use developments are considered to be a highlight in the development of hotels: A further dual project of the NOVUM Hotel Group is now being developed in Mainz - a NOVUM Style Hotel with 180 rooms and a NOVUM LikeApart Hotel with 99 apartments. This new-build project is realised in cooperation with Soini GmbH and the Hamburg-based Peter Möhrle Holding and is scheduled to open in autumn 2019.

'Following the dual project in Stuttgart, we have now selected another excellent location with a promising concept in the vicinity of the Mainz main railway station in the Rhine-Main area, which is becoming increasingly attractive travel destination,' comments David Etmenan, Managing Partner of the NOVUM Group. A long-term tenancy agreement has recently been signed for the development project at the Mombacher Straße 6.

Mainz as a hotel location is considered to be an aspiring area. Well-known businesses such as Schott AG, the renowned Johannes-Gutenberg University, and the excellent university hospital as well as institutions such as the ZDF television company contribute to Mainz's prospering economic structure and attract people from far and wide, not least because of the unique lifestyle of the Old Town of Mainz. The number of overnight stays has recently increased by nearly five per cent. At the same time more and more river cruise ships stop at the banks of the Rhine.

'Following our successfully placed hotel development in Heidelberg, we remain true not only to this region but also to our guiding principle, according to which we only face continuously new challenges in cooperation with top class partners: Mainz, we can't wait!' announces Oliver Soini, Managing Partner of

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SOINI - a property development group.

The development project in Mainz is yet another pin in the map of the NOVUM Group hotels in the Rhine-Main area, with hotels in Frankfurt/Main (3), Wiesbaden (1), and Russelsheim (1). The family-managed hotel group operates currently 128 hotels (including development projects) with altogether about 13,800 rooms throughout Europe.

### ABOUT THE NOVUM HOTEL GROUP

The family-managed Novum Hotel Group with currently 128 hotels and more than 13,800 rooms in over 40 locations throughout Europe is one of the largest hotel chains in Germany. Established in 1988 and on a steady course of expansion since 2004 under the management of David Etmenan, the Novum Hotel Group proves to be exceedingly dynamic. The Group's hotel portfolio includes three and four-star hotels, always centrally located, operating under the brand names of Novum Style Hotels, Novum Hotels, Novum Select Hotels, and Novum LikeApart Hotels. In addition, the NOVUM Hotel Group is also a franchisee of the InterContinental Hotel Group, Best Western Hotels & Resorts und AccorHotels.

[www.novumgroup.de](http://www.novumgroup.de)

### ABOUT THE SOINI IMMOBILIENENTWICKLUNG GRUPPE:

The objective of the bank-independent and owner-managed property investor is to implement inner city and unique building projects in German-speaking countries. The overall range of services of this challenging and quality-focussed property development business achieved a realised project volume of more than 750 million euros over the period of 13 years.

[www.soini.at](http://www.soini.at)

### ABOUT PETER MÖHRLE HOLDING:

Peter Möhrle Holding is an independent holding corporation focussing on holdings and real estate. The Holding is actively involved in well-established medium-sized enterprises and prospective real estate. Shareholder of the Holding is the entrepreneurial family Peter Möhrle in Hamburg. Peter Möhrle

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Holding has invested in a multitude of companies and properties since it was established at the beginning of 2007 and is committed to their continued further development.

[www.petermoehrle.de](http://www.petermoehrle.de)



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From left to right: Iris Rosenfelder (NOVUM Group – Business Development Manager), David Etmenan (NOVUM Group - Chief Executive Officer & Owner), Oliver Soini (Soini GmbH - Managing Director), Günter Berlo (Berlo Real GmbH - Managing Director), Torsten Scholl (NOVUM Group – Chief Financial Officer), Michael Rojnic (Partner at BRL)