

*Hamburg, 5<sup>th</sup> December 2017*

## Hello Minga! NOVUM Hospitality Hotel, together with HIGHSTREET Development and FIRST Immobilien, plan a niu in Munich

NOVUM Hospitality, HIGHSTREET Development GMBH and FIRST Immobilien GmbH have again jointly agreed to develop a niu hotel – this time in Munich, the capital of Bavaria, at Moosacher Straße 45-47, which is very close to attractions such as BMW World, Sea Life or Olympiapark, as well as the “Oberwiesenfeld” underground station. The niu hotel is planned to open at the end of 2019 and, with approximately 203 rooms, is one of the largest establishments in niu’s growing portfolio. That portfolio meanwhile encompasses over 40 development projects comprising about 7,000 rooms, and the latest news is that NOVUM Hospitality is currently planning two niu hotels, comprising almost 400 rooms, in Munich – the city on the River Isar.

“Munich enjoys great popularity among tourists and offers promising prospects on the Munich hotel market for our unique niu concept, which is already well-established in the midscale segment – so we’re delighted to have got this location,” explains David Etmenan, Chief Executive Officer & Owner of NOVUM Hospitality.

In the Munich niu hotels too, NOVUM Hospitality will playfully integrate design concepts that reflect the surrounding neighbourhood in the unconventional niu style.

### ABOUT NOVUM HOSPITALITY

With currently 151 hotels and over 18,300 hotel rooms at more than 65 locations in Europe, the family-run NOVUM Hospitality is one of the largest hotel groups in Germany. Founded in 1988 and on a steady growth curve since 2004, NOVUM Hospitality – under the management of the acting partner David Etmenan – is extraordinarily dynamic. The hotel portfolio comprises three and

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four-star hotels, all in central locations, which are run under the brands NOVUM Hotels, Select Hotels and niu. In addition, NOVUM Hospitality operates as a franchisee of the InterContinental Hotels Group, AccorHotels, Best Western Hotels & Resorts and Choice Hotels. [www.novumgroup.de](http://www.novumgroup.de)

## ABOUT HIGHSTREET DEVELOPMENT GMBH

HIGHSTREET DEVELOPMENT GmbH, based in Düsseldorf, develops and builds large-scale properties in the areas of new buildings, conversion or renovation. The company specialises in the hotel and retail property asset class, as well as in arranging lease and rental agreements and in finding operators. <http://www.highstreet-group.de/>

## ABOUT FIRST IMMOBILIEN GMBH

FIRST Immobilien GmbH has over 15 years' experience in developing retail properties for top chain stores in all medium-sized to large European towns and cities. Over the past few years, FIRST has also been increasingly investing in hotel and commercial properties. This is already the second hotel to be jointly developed by FIRST Immobilien and HIGHSTREET DEVELOPMENT.

<http://www.f1rst.ag/>

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