

New Beats in the City of Hamburg

Deutsche Hospitality launches its lifestyle concept House of Beats in Germany in 2026 as part of a development project by real estate developers GBI and NORD PROJECT

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Beats debut in the Hanseatic city: In the first quarter of 2026, Deutsche Hospitality is scheduled to open a hotel under the new House of Beats banner in the Hanseatic city of Hamburg. The new lifestyle hotel concept makes the hotel a center and home for everyone interested in art and culture as well as cosmopolitan and fashion-minded travelers alike. In short: House of Beats turns the hotel into a catwalk.

"Its vibrant and pulsating fashion, culture and music scene makes Hamburg our location of choice for a House of Beats hotel," says Denis Hüttig, Senior Vice President of Operations at Deutsche Hospitality. "Located directly in the center of the northern German metropolis and in the immediate vicinity of the Elbphilharmonie, Sankt Pauli and the Portuguese Quarter, with House of Beats we offer a unique hotel experience to the kind of guests who are at home on the catwalks and stages of this world. In the coming years, we will be expanding the House of Beats portfolio to other locations such as Milan and other international world cities."

The opening of the House of Beats in Hamburg is a milestone for Deutsche Hospitality on its way to establishing a modern new hotel brand in its portfolio: Boasting 263 rooms, the hotel is being built as part of the "Meltingport" real estate development taking place at Versmannstraße in the Elbbrücken Quarter in HafenCity. In addition to 200 apartments for students and trainees from GBI's SMARTments brand family and about 4,600 square meters of office space, House of Beats is at the heart of a construction project being carried out by real estate developers GBI and NORD PROJECT and the project controller Reos. The innovative strategy underlying "Meltingport" is to build a property minimizing CO2 output and using as many recyclable circular-economy products as possible and then managing it efficiently and sustainably while conserving resources by the aid of digital technology.

"We want to find the best possible mix of uses for each location to create a high-quality environment and sustainable urban development; mono-structures are to be averted," says Anja Bachmann, Head of Development at GBI Holding AG. "In an area as important for the city as

HafenCity, this has to be an overriding objective." For Jürgen Paul, Managing Director of NORD PROJECT GBI Beteiligungsgesellschaft, the mix in the Elbbrücken Quarter is particularly effective: "With House of Beats and the apartments for students and trainees, we will be attracting a lot of young people to HafenCity. The whole of HafenCity will benefit from this far beyond the actual construction site."

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Vision, passion and cosmopolitanism. **Deutsche Hospitality** delivers the perfect guest experience. Tradition and an eye for the future come together in an inimitable portfolio of eight brands operating across more than 160 hotels globally. "Celebrating luxurious simplicity.": **Steigenberger Icons** are extraordinary luxury hotels which combine historical uniqueness and modern concepts. The **Steigenberger Porsche Design Hotels** brand is generating innovative impulses in the Luxury Lifestyle Segment. **Steigenberger Hotels & Resorts** represent the epitome of upscale hospitality on three continents. **Jaz in the City's** Lifestyle Hotels dictate the rhythm in the Upscale Sector. **House of Beats** unites a passion for the hotel business with the fascination of lifestyle, fashion and music. **IntercityHotel** is located at the very hub of any destination and offers a true home of comfort and mobility in the Midscale Segment. **MAXX by Deutsche Hospitality** is a charismatic conversion brand which is also positioned in the midscale area of the market. **Zleep Hotels** provide a smart marriage of design and functionality in the Economy Segment. All of these brands are unified under **H-Rewards**, Deutsche Hospitality's loyalty program which yields benefits from the first booking onwards.

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