

Deutsche Hospitality continues to expand with Zleep Hotels

New opening in the southern Danish port city of Vejle

Frankfurt am Main, November 1, 2022

Growth market Economy: On November 1, Zleep Hotel opens its 15 hotel in Denmark. The hotel company is thus further expanding its market position in the Scandinavian economy segment. Located in Havneøen, an urban district of Vejle, the hotel is nestled in an exclusive urban and residential area. Overlooking the Fjordenhus, a building designed by Olafur Eliasson, the hotel is located on Vejle's harbor. Directly adjacent to the hotel is Kirk Stay, also newly opened by investment firm Kirk Kapital, which offers apartments for longer periods. The hotel is managed by Zleep Hotels.

Peter Haaber, CEO of Zleep Hotels, said, "I would like to thank our business partners for their great work in building our new hotel. The entire development process has been extremely positive, and I am looking forward to the finished product that we present to the citizens of Vejle today."

Property Director of Kirk Kapital, Flemming Hoff, adds, "The new Zleep Hotel is an asset to Havneøen and a perfect fit for Kirk Stay. I look forward to our continued cooperation and wish everyone a wonderful opening."

Zleep Hotel Vejle offer 109 rooms including a new category called "Sky View" offering a wonderful view over the city and harbor. In addition, a fitness area and rooftop terrace are offered at Zleep Hotel Vejle. With the reception, bar and breakfast area on the 11th floor overlooking Vejle Fjord, the hotel's excellent location has been used to its full advantage in terms of the Guest Experience. Both hotel and apartment guests as well as external visitors can use the 11th floor and enjoy the services there.

Zleep Hotels is the economy brand of Deutsche Hospitality. The brand's portfolio currently includes 16 hotels in Denmark and Sweden. In addition to Prague, Zleep Hotels are under construction in Hamburg, Frankfurt, Madrid and Zurich. Further hotel openings are in the planning stage. The brand is characterized by a combination of quality, service, Scandinavian design and attractive pricing.

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About Deutsche Hospitality

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 impetuses 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 these brands are unified under H-Rewards, Deutsche Hospitality’s loyalty program which yields benefits from the first booking onwards.