



Press Release  
July 27<sup>th</sup> 2015

---

### Cox & Kings owned MEININGER signs contract for a new Hotel in Rome

Cox & Kings owned MEININGER Hotels will open a hotel in Rome. The first MEININGER hotel in Italy is going to be located on Via San Martino della Battaglia near to the Termini train station. The 114-room, 394-bed hotel is expected to open in early 2017.

MEININGER has signed a 20-year lease with the owner of an existing building, which was formerly a medical centre. The building will be converted over the next 18 months to MEININGER specifications.

The hotel location is excellent as it is 500 meters away from Rome's main train station, Termini. MEININGER guests will enjoy visiting museums and main attractions of the city, which are reachable easily by public transport or by walking.

**Peter Kerkar, Director, Cox & Kings says:** "With the agreement we are entering a new and important market, being the 3<sup>rd</sup> most visited city in Europe. Italy and especially Rome has an enormous number of World Heritage Sites, which attract people from all over the world."

The existing building with a gross floor area of 6,270 sqm will be converted into a hotel featuring 114 rooms and 394 beds on six floors; well-equipped with TV, free Wi-Fi and en-suite bathrooms all to a high specification. Due to the flexible room concept of MEININGER the accommodation will range from classic double rooms to private multiple-bed rooms. All public spaces will be located on the ground and first floor, including a lobby, lounge, breakfast area and bar. Exceptional for a hotel but standard and typical for a MEININGER hotel are the guest kitchen and the games zone, which will also be part of the common area. In the well-equipped guest kitchen customers can cook their own meals around the clock. The kitchen also offers a washing machine and a dryer.

MEININGER currently operates 16 hotels in 10 European cities. The unique hybrid concept of MEININGER is based upon combining the service and comfort of a hotel with the uncomplicated nature of a hostel: top locations, high-quality amenities, flexible room structure and reasonable prices. The MEININGER Hotel in Rome is a perfect addition to the growing portfolio of MEININGER.

#### **Contacts**

MEININGER Hotels  
Anja Kuehnel  
[pr@MEININGER-hotels.com](mailto:pr@MEININGER-hotels.com)  
Tel: +0049 (0) 30 666 36 170

Cox & Kings Ltd  
Thomas C Thottathil  
[thomasct@coxandkings.com](mailto:thomasct@coxandkings.com)  
Tel: +91-22-22709100

## **About MEININGER**

*Meininger is a subsidiary of Holidaybreak Ltd, the European Education & Leisure specialist activity travel group. Holidaybreak Ltd is a subsidiary of Prometheon Holdings (UK) Ltd, which is a part of Cox & Kings Ltd. Cox & Kings Ltd is listed on National Stock Exchange and BSE Ltd and also on Luxembourg Stock Exchange.*

*MEININGER provides the service and comfort of an international budget hotel with a combination of regular and multi-bedded rooms, guest kitchens and game zones. The central location, high quality furnishings and good value appeal to a variety of business and leisure customers. With innovative design and an enthusiastic team supporting it, MEININGER hotels provide a unique hotel experience that has proven popular with guests from across the world.*

*The bedrooms range from traditional double rooms through to private rooms with multiple beds and dormitories, and are tailored and adapted to the particular target market the hotel is catering to in a specific location. The unique layout and design of a MEININGER Hotel enables it to cater equally to school groups, families, individual travellers and corporate guests.*

*MEININGER currently operates 16 hotels in Europe, with a total of 7,025 Beds in 10 European cities including Amsterdam, Berlin, Brussels, Frankfurt, Hamburg, Cologne, London, Munich, Salzburg and Vienna.*

*In the 'Treugast Investment Ranking 2013', the MEININGER Group achieved an AA rating. The group is headquartered in Berlin.*

[www.meininger-hotels.com](http://www.meininger-hotels.com)