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A&O – a new look and a new hostel in Bremen

A&O opens its first hostel in Bremen

A&O's new hotel, A&O Bremen Main Station, opened its doors to visitors on 1 October and is the first of the chain's hostels to feature its brand new look: a completely revamped and very smart lobby with a dynamic structure that seamlessly merges with the breakfast area. The lobby's main features that instantly catch the eye are its backlit seating platform and illuminated counters, which welcome new arrivals with A&O's motto 'Everyone can travel'. Just as with all of the chain's new hostels, A&O Bremen Main Station is packed with design features inspired by the location's rich heritage and culture. As a result, the hostel's lobby, bar, breakfast area and individual rooms are marked by Hanseatic-inspired, cosmopolitan design.

A&O's latest hostel has 402 beds in 107 rooms distributed over six floors. Most of the rooms are four-bed family rooms (66), but they also include 24 double rooms and 16 six-bed dorms/family rooms. The hostel is located right in the centre of Bremen's inner city and only about 750 metres from Bremen central station, which can be reached in as little as five minutes by foot from the hostel.

'We are really pleased to have been able to open an A&O hotel in Bremen', said Oliver Winter, CEO of the A&O Group. 'The new hotel is the first one to feature A&O's new look, which comprises a new interior design concept, an open-plan, multifunctional lobby, design features inspired by the city's culture, and progressive facilities.' Winter furthermore adds, 'The new hotel is an important milestone in our expansion strategy, which encompasses making new destinations available to our guests by offering them affordable accommodation in popular cities.'

A&O started the construction of the new hotel in March 2017. The hostel is located in Friedrich-Rauers-Straße 20a in 28195 Bremen, and has bicycle parking facilities and a guest car parking area.

Hanseatic flair and modern facilities in a fresh new look



PRESS RELEASE



Using flexible room division screens, the hostel's lobby and breakfast area can be seamlessly merged or dynamically separated depending on requirements. This means that the breakfast area can be opened up to become part of the lobby during the day and evening for use by guests as a vibrant meeting place and lounge. The new look furthermore includes a new colour scheme comprising warm and earthy shades that are complemented by vibrantly coloured furniture.



All of the rooms have also been given a new look and the City of Bremen has been used as inspiration for the cover and panel designs featured throughout all of the rooms, where they make for unique headboards and privacy boards on the bunk beds in the family rooms. All of the headboards and privacy boards are furthermore fitted with LED reading lights, tablet holders and USB connections. The hostel's new look also includes completely newly designed bathrooms, which are now larger than those in the older A&O hostels, fitted with XXL mirrors as well as modern, flush-to-floor shower trays with swing doors.

The hostel's wireless and digital equipment has been specifically designed with the needs of modern travellers in mind and includes free high-speed WiFi throughout the entire building, keycard room locks and, soon-to-be-introduced, smartphone room keys.

A&O – continued growth

'Bremen marks an important milestone for us in terms of our company's growth. However, this is really just the beginning, as 2018 will see the opening of our second hotel in Frankfurt am Main, and as our international expansion programme into countries like Italy, the UK, Ireland, Portugal, Spain, Belgium, Poland and Hungary is fully and successfully under way', explained Oliver Winter.

To find out more, please visit www.aohostels.com/en.

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About A&O HOTELS and HOSTELS

A&O HOTELS and HOSTELS has been managing 34 establishments in 22 cities and six countries (Germany, Austria, the Netherlands, Czech Republic, Denmark and Italy) since 2000. Europe's largest provider of hostel accommodation, A&O reports annual growth of more than 15 per cent. A&O Copenhagen Nørrebro opened in May 2017, followed by A&O Venice Mestre in July and A&O Bremen Main Station in October. Amongst others, the Group will furthermore open another hotel in Frankfurt am Main in 2018. A&O posted revenue of around €114 million with around 24,000 beds and more than 3.7 million overnight stays in 2016.

The chain always provides hotel accommodation at central locations that are easy to reach and offer unbeatable value for money to guests. A&O focuses on a wide range of en-suite room categories to ensure that target groups with a love of travel can all be accommodated under one roof, including single travellers, couples, families and large groups. Our guests' reasons for travelling include leisure/city breaks (40 per cent), group/school trips (37 per cent), family holidays (15 per cent) and business trips (8 per cent).

The company is particularly strong in direct sales and online marketing: 52 per cent of guests book their accommodation online; aohostels.com is the most popular booking channel. Travellers benefit from custom options such as group bookings in real time without restrictions. Around 19,600 school and group trips have come to rely on the service and quality we offer.

The Group has its own academy and a dual degree course programme to offer its staff a range of attractive career options. The company is particularly open to taking on newcomers.

The hotels and hostels are 4-star QMJ certified, TÜV certified in accordance with the Youth Hostel Quality Standard and hold the youth travel quality seal by Reisenetz, the active network for Youth Travel in Germany.

The A&O Group has received the double-A rating from the TREUGAST Solutions Group for the third year running now.

The chain is actively involved in sports and education and has been supporting SOS Children's Villages since 2004, as well as youth sports at 1. FC Union Berlin since 2010 and youth sports at SK Sturm Graz since 2014.

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