



## news release



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### Prominent move: Simon Wieck to lead German prizeotels

**prizeotel strengthens management in Germany: Economy hotel expert Simon Wieck takes over operational responsibility for the up-and-coming economy design hotel brand in Germany with immediate effect. Wieck joins prizeotel from Motel One as Managing Director, where he held a leading position over the past four years. prizeotel currently operates four hotels. 20 projects are currently under construction or development.**

"I am glad to have found such a proven expert of the economy hotel industry as well as experienced and successful manager who fits perfectly with prizeotel and our culture," says Marco Nussbaum, prizeotel founder and CEO.

In addition to his role as one of two sole managing directors of prizeotel in Germany, Wieck will also lead the prizeotel Hamburg-St. Pauli as a hotel manager: "prizeotel is a super dynamic brand with great plans for the future and a unique philosophy fully committed to teamwork, granting team members the opportunity to work independently. That's an integral part of the brand core and reason enough for me to work here creatively," says the 38-year-old Simon Wieck.

Marco Nussbaum, who met Wieck a few years ago, admits, he wanted to hire the young hotel manager already earlier. Simon not only seemed to be a perfect team member, it was also his nature, which impressed Nussbaum much. Now an even more experienced team member, who proved his talents over the last few years at Germany's most successful hotel brand, joins the group. "It will be one of Simon's major tasks to keep asking us to think outside the box," says Nussbaum.

Wieck managed the Motel One in Hamburg's St. Georg district with 460 rooms and over 50 employees over the last years. The married father of two children was also responsible for the complete renovation of the hotel, receiving particularly high rankings in guest satisfaction for years. Before, the hotel specialist worked on cruise ships, as Director of Sales of the Marriott Renaissance in Karlsruhe or as hotel manager of the Penta Hotel in Potsdam.

Marco Nussbaum, who aims to expand with prizeotel in the coming years strongly, sees Wieck's appointment as an opportunity to secure culture and quality in the operative business in the hotels. "We don't want to multiply chic hotels with beds, technology and breakfast. Filled with life and shaped every day by the team members in the hotels the philosophy of the brand is essential. At prizeotel each team member works independently and is continuously empowered to take decisions self-reliant. This results in a natural and easy interaction with guests.

To expand our business, this philosophy needs to increase the same way", Nussbaum explains. "We receive excellent ratings from our guests and have just been awarded the best employer in German hotel industry by Focus Business in cooperation with 'kununu'. We do not achieve success on the back of the team members, but together with them. At prizeotel, 'Teamwork makes dreams work' is not just another buzzword, but daily reality", Nussbaum says. With Simon Wieck in operational responsibility for the hotels in Germany, the brand is excellently equipped for its further expansion.

prizeotel will open hotels in Berne, Switzerland, at Munich Airport and directly at Erfurt Central Station in 2019. Hotels in Münster, Bonn and Vienna, among others, are planned for 2020. Other hotels, for example in Düsseldorf, will be launched in 2021 and 2022.

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Further information is available on [www.prizeotel.com](http://www.prizeotel.com)



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**About prizeotel**

Founded by Marco Nussbaum in 2006, prizeotel is the most unconventional economy design hotel brand (2-star superior). The hotels owe their extraordinary appearance to the American star designer Karim Rashid. Often celebrated as the "popstar of the design world", Rashid makes high-quality hotel design affordable for all guests in all prizeotels for the first time. At prizeotel travellers enjoy innovative technologies, such as free high-speed Internet and mobile check-in via smartphone, which can also be used as a digital room key, for years. prizeotel not only receives excellent guest satisfactory ratings but was honoured also the best employer in the German hotel industry by Focus Business in cooperation with 'kununu' in 2018. The first prizeotel with 127 rooms opened in Bremen in 2009. In 2014, the group's second hotel in Hamburg followed with 393 rooms. In 2015, the prizeotel Hannover-City opened with 212 rooms. The Group's latest hotel, the prizeotel Hamburg-St. Pauli, with 257 rooms, has been welcoming guests since 2018. In 2019, a hotel in Erfurt (208 rooms), one at Munich Airport (160 rooms) and a hotel in Bern (188 rooms) will follow. In 2020 a prizeotel in Münster (195 rooms), a hotel in Vienna (294 rooms), one in Bonn (210 rooms) and, in 2022, a hotel in Düsseldorf (250 rooms) enriches the portfolio. In addition to these eleven hotels with more than 1,900 rooms, contracts have recently been signed for an additional nine hotels. prizeotel is thus continuing its strategy of being represented with its economy design concept in the core markets of Germany and in selected international metropolises in the medium term. Further information is available on [www.prizeotel.com](http://www.prizeotel.com).