



Press release  
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## **Hospitality Innovation Award: Prize for wombats CITY HOSTELS and MEININGER Hotels**

*wombats CITY HOSTELS and MEININGER Hotels share joy and success: on the 7<sup>th</sup> October 2009 both enterprises have been awarded the Hospitality Innovation Award by the cooperation of PKF hotelexperts and Hotelforum Management GmbH at the Expo Real Fair Munich. With the prize, that acknowledges significant performances which influence the international hotel and tourism sector sustainably, the unique concepts of **wombats** und **MEININGER** are paid tribute to.*

The Hospitality Innovation Award is one of many other awards wombat's has already received – the group had been repeatedly elected “Best Hostel Chain worldwide”. The prize appreciates the important contribution of **wombats CITY HOSTELS’** concept to the national and international sector. With the core idea of a hostel – which often has the touch of a traditional youth hostel in the European area – **wombats** has been pursuing extremely successfully to offer a combination of best service at top locations and moderate rates for the past 10 years. With the brand wombat's a lifestyle concept is connected, which constitutes an experience in its own right and which has established a distinguished reputation within the backpacker community.

The **wombats CITY HOSTELS** have advanced to be one of the major players in the hostel sector – offering hotel standard with hostel atmosphere at hostel rates. A mix which is equally enjoyed and booked by globetrotters and city travellers. To develop their innovative concept further is of central interest to **wombats CITY HOSTELS** and shows in their activities presented in their 4 existing houses – 2 in Vienna, one in Munich and one in Berlin. Each house has its individual characteristics, and all the know-how is continuously launched at the market in the form of new projects: 2010 with a 440-bed house in Vienna at the Naschmarkt and mid 2011 in Budapest.

Sustainability does not only show in the results of the enterprise, which are acknowledged in the form of this prize, but also in the usage of the prize money. **wombats** and **MEININGER** invest the total of 5,000 Euros in the projects of Kindernothilfe (Help for Kids in Need) [www.kindernothilfe.at](http://www.kindernothilfe.at)

The awarding with the Hospitality Innovation Award recognises also **MEININGER’S** visible success of the concept to combine success factors of various products - hotel and hostel. The **MEININGER Hotels** are always centrally located (“Booking MEININGER means sleeping centrally!”), and offer modern equipment and distinctive atmosphere for a good price.

But how does the success manifest? **MEININGER** has again more than doubled the turnover of the entire group in a period of two years and has been elected in the annual investment ranking “Shooting Star of the Year”. **MEININGER** has taken part in the studies for the first time and was placed immediately in the top rating. Quality and location are further success factors. **MEININGER** work continuously at a qualitative upgrading and standardisation of certain features of the hotels – like parquet floors, fittings by Grohe, mosaic tiles etc. The houses are located exclusively at top locations and convince with an intelligent room concept, a flexible bed and room structure and the creation of attractive social meeting spots in the common areas. The Stiftung Warentest (consumer protection) rated these performances of the **MEININGER** group in May 2009 with the top rating “GOOD”.

**MEININGER** strives for further dynamic growth in the upcoming years and will focus more intensely on the international expansion in order to add new foreign locations like Barcelona, Paris, Amsterdam and Budapest and other metropolises to the already existing ones like London and Vienna. The ten-year-old **MEININGER group** operates ten low budget hotels in Berlin, London, Vienna, Munich, Cologne and Hamburg – in 2010 two new ones will follow.

Pictures of the award ceremony of **wombats CITY HOSTELS** and MEININGER Hotels in print quality:

<http://www.wombats-hostels.com/fileadmin/wombats/downloads/Stiwa-Kongress-300dpi-CMYK.zip>

[www.wombats-hostels.com/styleguide](http://www.wombats-hostels.com/styleguide)

<http://picasaweb.google.de/meiningerhotels/BilderMEININGERHotelBerlinHauptbahnhofPRINT?authkey=Gv1sRgC1e2qsiF9bufJw&feat=directlink>

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