

NHC Conference Award 2019



Deutsche Hospitality

For the acquisition of Zleep Hotels

The acquisition of Zleep Hotels by Deutsche Hospitality marks a major milestone in Nordic hospitality M&A. Following a wave of global consolidations among hotel companies, this transaction highlights the potential increasingly being explored from major international players in niche growth platforms. The acquisition of Zleep Hotels marks the first of such transaction by an international player in the Nordics. Zleep Hotels has strong growth potential, both in the Nordics and internationally.



Hines

For the 25hours development at Købmagergade in Copenhagen

Hines is a major international real estate investor rapidly increasing its exposure to the Nordic real estate market. Hines have identified the value potential in the internationally branded boutique hotel segment and have successfully closed a lease agreement with 25hours Hotels for the landmark Købmagergade, a mixed-use development in central Copenhagen. The project marks a pioneering step in how new hotel segments and leading international hotel brands can drive value for developments in the Nordics.



ICON

For the Ruby hotel development in Helsinki

ICON is a leading Finnish real estate investor and developer. Recently ICON have signed a lease agreement with Ruby Hotels for the Helsinki city center Mariankatu development. This agreement and development project is a landmark and marks the first lease agreement signed by an international player in the Helsinki market. The Ruby deal establishes the beginning of a new hotel segment in the Helsinki market and highlights ICON's focus on identifying unique value opportunities teaming up with a growing international hotel operator.



NREP

For the entry into the hotel and serviced living segment

NREP is one of the leading pan-Nordic real estate investment companies. NREP has underlined their entry in hospitality with two announced development projects in Copenhagen, both with innovative international operators. NREP is further developing a proprietary serviced living platform in Helsinki. These developments mark a highly noteworthy market entry into the hospitality real estate segment. NREP has an unrivalled track-record in identifying broader segment value opportunities and have an active operating – a role that will show powerful in the hospitality segment to drive increased returns.