

RESHAPING HOSPITALITY

ARABELLA HOSPITALITY DEVELOPMENT BROCHURE



A STRONG PARTNER

Advantageous positioning: Arabella Hospitality sets great store in unique properties in top destinations, exceptional service and fair working conditions. Founded in 1969, we have over five decades of experience in the hotel industry – as owner, developer, leaseholder and operator. We work together with renowned companies such as Marriott International and Rosewood Hotels & Resorts, as well as operate leisure hotels under our own brand, Arabella Resort. Our portfolio comprises 17 hotels – and this number is rising. We are looking to grow, first and foremost in our core markets Germany, Austria, Switzerland and Spain, including the Balearic Islands. Which means that we collaborate with reliable partners and investors who share our philosophy of sustainable growth. And our penchant for prestigious locations.

ROSEWOOD SCHLOSS FUSCHL

Superlative location: The hunting lodge, which was built in the Salzburger Land region in 1461, will open in early 2024 under the ultra-luxury Rosewood brand.

04



05

THE ST. REGIS MARDAVALL MALLORCA RESORT
Crisis-proof: Even during the pandemic, the luxurious rooms at the resort situated to the west of Palma proved very popular.



“WE EXECUTE OUT-OF-THE-ORDINARY HOTEL PROJECTS THAT SET NEW STANDARDS IN THE INDUSTRY.”

Anton Reichl, CFO of Arabella Hospitality, talks about his experience in the hotel industry and what makes the company successful

Your career is closely linked to the hotel industry. What has shaped you in terms of your career so far? What makes your job so exciting?

I've been with Arabella Hospitality since 2010 and have been responsible for the company's finances since 2019. The years of the pandemic were a demanding period during which we made substantial investments despite a massive drop in revenues – a challenge that taught me a lot. On a day-to-day basis, my job is a combination of careful controlling both in the context of our hotel portfolio and financial planning for our new growth projects. This requires creative drive, power of persuasion and ingenuity. In other words, a varied and extremely exciting task.

closely, our long history and many years of experience in the hotel industry, as well as our clear focus on growth and courage to change. And, of course, the way we work together in our management team is based on trust and transparency. I believe that clear communication, mutual respect and appreciation are the key to success.

How well is the company equipped for the future?
I'm optimistic about the future. Our cost optimization practice of recent years is bearing fruit. We're also seeing significant recovery in the hotel industry – people want to travel! Business at our hotels on Mallorca, for example, enjoyed significant growth last year, with occupancy rates returning to pre-pandemic levels. This is also reflected in the numbers. Earnings in 2022 far exceeded our expectations.

What do you see as being Arabella Hospitality's strengths?

I believe that what makes us unique is the combination of a motivated team in which everyone works together



“CLEAR COMMUNICATION, MUTUAL RESPECT AND APPRECIATION ARE THE KEY TO SUCCESS.”

Where does your fascination for the hotel industry come from?

As a matter of fact, I had a conventional start as a trainee in the hotel business, working in a wide variety of areas – front office, F&B, finance. I later held general management positions in the operational side of business. The wealth of experience I gained still shapes my day-to-day work. For me, no part of a hotel project is abstract theory.

What are your plans for Arabella Hospitality?
A healthy portfolio is all important. Which is why we're continuously developing and fine-tuning our portfolio in terms of product and service. Because one thing that we've learned in recent years is that it is those who position themselves well that come out on top. And we want to grow in carefully selected locations in our core markets Germany, Austria, Switzerland and Spain – with innovative and exceptional hotel concepts. As far as we're

concerned, profitable and sustainable growth go hand-in-hand. We are not only well positioned in the market but also have the flexibility required to respond to changes.

What is your message for potential investors and partners?

You're probably familiar with the “Open for business” signs that often hang on store doors. I think that sums it up pretty well. There is a sense of excitement at our company. We have clear growth targets and high quality standards. We execute hotel projects that set new standards in the industry in terms of sustainability, luxury and digitalization. Our portfolio and current projects such as Rosewood Munich and Rosewood Schloss Fuschl are pointing the way: The combination of iconic architecture, tangible history and modern luxury gives rise to new and unique hotel experiences.

WHAT SETS US APART



OWNER AND OPERATOR

Our dual expertise means that we understand the needs and concerns of both sides. We act quickly and reliably and invest specifically in hotel properties with the aim of boosting their profitability.



FOCUS ON SUPERLATIVE HOTELS AND LUXURY

When it comes to quality tourism, we are playing a pioneering role, especially in Mallorca. In addition to our Ultra Luxury hotels, our sophisticated hotel portfolio is neatly rounded off by chic city and business hotels as well as attractive leisure resorts.



SUCCESSFUL FOR OVER 50 YEARS

Arabella Hospitality is synonymous with tradition and experience. Our long-standing commitment, a good credit rating and an excellent reputation as proprietor and hotel operator provide the basis for our success.



STRONG PARTNER

We work together with longtime partners such as our sister company Bayerische Hausbau, the internationally renowned hotel chains Marriott International and Rosewood Hotels & Resorts, and international investors.



IN-HOUSE ASSET MANAGEMENT

We make our extensive hotel know-how available to you and provide advice covering every aspect of your property, including planning, optimization, investments and space efficiency.



FOCUS ON ENVIRONMENTAL, SOCIAL, GOVERNANCE

Sustainability drives everything we do. This applies to both ecological management and social commitment. Together with you, we want to add a new chapter to the story of sustainable hotel management.



FOUR POINTS BY SHERATON MUNICH ARABELLAPARK (FOREGROUND), THE WESTIN GRAND MUNICH (BACKGROUND)
Historical heritage: The two hotels in Munich's Arabellapark mark the beginning of the hotel group.

OVER FIVE DECADES OF SUPERLATIVE HOTELS

1969 — 1973 — 1988 — 1992 — 1998

The opening of the first hotel in Munich, the company's home city, marks the birth of the hotel group. The Arabella Hotel Bogenhausen is part of the Arabellahaus building, with its apartments, doctors' offices and stores.

Having celebrated no fewer than four hotel openings in Munich and Upper Bavaria the previous year, the company builds its first hotel situated outside Bavaria in Frankfurt-Niederrad.

Business is expanded: The acquisition of the Son Vida championship golf course in Mallorca marks the launch of the company's tourism-related activities on the Spanish holiday island and its international golf business.

The Sheraton Mallorca Arabella Golf Hotel opens as a leading hotel on the Balearic island. It marks the beginning of quality tourism on Mallorca and sets new standards in the international luxury hotel segment.

A joint venture with one of the leading American hotel groups, ITT Sheraton – later Starwood Hotels & Resorts Worldwide and today Marriott International – turns the company into a global player.

2007 — 2015 — 2016 — 2021 — 2023

The third golf course in Mallorca, Son Quint, opens. It is located in the immediate vicinity of the Son Vida and Son Muntaner golf courses, which ensure that the region around Son Vida is one of Europe's top golfing destinations.

The first two Aloft hotels in Germany open in Munich and Stuttgart. Both hotels were built by Bayerische Hausbau and are operated by Arabella Hospitality.

The Westin Hamburg in the Elbphilharmonie in Hamburg's harbor is launched. The hotel extends over 21 floors and is one of the most spectacular hotels in the portfolio.

Following top-to-bottom renovation and rebranding, the five-star Hotel Neues Schloss Privat Hotel Zurich, Autograph Collection, opens. The luxurious hotel in Zurich's art deco style dates back to the 1930s.

At the heart of Munich's historic city center, Rosewood Munich opens as the luxury brand's first hotel in Germany. Alongside Rosewood Schloss Fuschl, it is the second partner project with Rosewood Hotels & Resorts.

10



NEUES SCHLOSS PRIVAT HOTEL ZÜRICH,
AUTOGRAPH COLLECTION
New lobby: The remodeled hotel on Lake Zurich has
been flying the flag of the Marriott Autograph Collection
brand ever since it reopened in November 2021.

11

GROWTH TRAJECTORY

The crisis has cleaned up the market. Today, more than ever before, it is quality that counts. Arabella Hospitality focuses on long-term growth, working together with strong partners.

Restrictions can be placed on the freedom to travel and hotels can be closed – but this will never stop people from exploring the world. Following the downturn in business during the pandemic, guests returned faster than expected in many places.

In some respects, the crisis has normalized the previously heated conditions on the hotel market. Whereas once everything was all about quick profits, and rents shot up to absurd heights, focus is now being placed on quality-driven stability. Expectations are on the increase, but at the same time our experience indicates that guests are also prepared to pay more – but only if everything is perfect: the hotel, the location, the service.

We, Arabella Hospitality, want to grow: in our core markets Germany, Austria, Switzerland and Spain, including the Balearic Islands – and in other top European destinations provided that the city, location and property are right. Our strategy rests on three pillars: **City Core+**, **Upscale Leisure** and **Ultra Luxury**.

City Core+: Efficient hotels in central city locations that appeal to both business and leisure travelers, including independent boutique hotels and extended-stay hotels.

Upscale Leisure: Hotels that we operate under our own Arabella Resort brand – superior vacation hotels in selected tourist destinations that offer sustainable restaurants and leisure activities.

Ultra Luxury: Five-star hotels with international appeal that meet the highest of expectations – properties steeped in history in prestigious locations in European cities and exclusive vacation regions.

We have a clear vision, know our markets well and base our growth on three pillars that have proven to be stable and profitable. But we also know that things can change. That is why flexibility is always an integral part of our strategy. Because, in the end, no one knows what is yet to come. Except maybe one thing: that people will never stop traveling.

WHAT WE OFFER YOU

Are you interested in building or developing a hotel? Do you have your eye on a property or piece of land and are looking for a strategic partner to develop, operate and manage a hotel? Or are you planning to buy an existing hotel or reinvent the hotel you already own? Then we are the partner for you. We offer you the full range of services of a professional hotel operator from a single source, from feasibility studies and support during the construction phase through to operation and asset management. We offer short decision-making processes and focus on the perfect positioning of the property and the optimal use of space even during the initial concept phase.

As a partner with a good credit rating and track record, we offer you bankable and investment-compatible lease and rental contracts with conditions and guarantees that are in line with the market. Hybrid contracts that include revenue components are also possible. We find the right brand for the right location for you. We not only rely on our own brand, Arabella Resort, but also collaborate with renowned, international hotel brands.



“ARE YOU INTERESTED IN INVESTING IN A HOTEL? WE PROVIDE THE FULL RANGE OF SERVICES OF A PROFESSIONAL HOTEL OPERATOR FROM A SINGLE SOURCE.”

Christian Hribar, Head of Development, Arabella Hospitality

ROSEWOOD MUNICH





Munich's top address: In the fall of 2023, the city's most exciting luxury hotel will open its doors behind the facade of the former Bayerische Staatsbank.





THE WESTIN HAMBURG
Gateway to the world: The Elbphilharmonie stands like a flagship in Hamburg's HafenCity – Arabella Hospitality operates the highly successful hotel in the concert venue.

OUR DEVELOPMENT PROFILE

 HOTEL CATEGORY	 HOTEL ROOMS	 HOTEL PROFILE	 HOTEL OFFERING	 PROJECT STRUCTURE	 DESTINATIONS
City Core+					
Upscale and Upper Upscale e.g. Autograph, Vignette, Kimpton	70–200	Collection of special hotels in central city locations, boutique hotels	Classic full-service hotel Restaurant concept Bar Conference rooms	Acquisition of existing hotels, new build projects and conversion of other types of use	Class A and B cities with a minimum population of 100,000 and a mixed demand structure comprising business and leisure travelers
Upper Midscale and Upscale e.g. Tribute, Voco	70–300	Focus on design and local color as a common element connecting independent hotels	Fitness and wellness Parking spaces or underground garage Executive lounge		At least 500,000 over-night stays
Extended Stay and Midscale e.g. Residence Inn, Hyatt House	80–150	Hotels for extended stays with a regressive price structure	Studios (approx. 28 m²) with high-quality bathroom, kitchenette, desk, furniture for sitting on Scaled down F&B offering Fitness Lounge spaces	Due to the standardization of the concept, mainly new builds, some with shops on ground floor, conversion of other types of use	Class A and B cities, also located outside the immediate city center Proximity to a business environment that generates demand for extended stay accommodation
Upscale Leisure					
Arabella Resort	± 120	Top-notch vacation hotels in destinations with a high recreational value Sustainable restaurant and leisure concept Arabella as a modern vacation hotel brand	High-quality full-service hotel Regional restaurant concept Bar Meeting rooms optional Exclusive wellness and fitness offering Sports and recreational facilities Sustainable hotel concept	Acquisition of existing hotels and new build projects	Popular, established, nature-focused tourist destinations (golf, lake, sea, mountains) that are open all year round and easy to reach
Ultra Luxury					
Rosewood St. Regis	80–120	Selected hotels in unique locations Singular properties with a high level of international appeal	Luxury city and resort hotels Individualized restaurant and bar concepts with local flair Carefully curated F&B, spa, fitness and childcare offerings	Acquisition of existing hotels, new build projects and conversions	Possible locations: popular holiday destinations or centrally located in major cities with a high level of local recognition value



ARABELLA GOLF MALLORCA
Verdant green: Arabella Hospitality operates four golf courses on the Balearic island – including world-class courses such as Golf Son Muntaner, venue for the DP World Tour.



CASTILLO HOTEL SON VIDA, A LUXURY COLLECTION HOTEL
Sleep like a king: Guests savor modern luxury in a historic setting within the walls of an estate that dates back to the 13th century.

MALLORCA PAR EXCELLENCE

Luxurious hotels, exquisite apartments, picturesque golf courses – Arabella Hospitality offers the ultimate in tourist highlights on the Balearic island.

Quality over quantity: What Mallorca’s government is striving to achieve with the tourism law it passed in 2022 has been a matter of course for Arabella Hospitality from the very start. Ever since we opened our first hotel on the island in 1992, we have put our faith in properties in prestigious locations, luxurious fixtures and fittings, top-notch bars and restaurants, and a passionate commitment to service.

Today, our three hotels on Mallorca rank among the leading establishments in the international hotel industry. The golf courses are the oldest and best maintained on the island and regularly host world-class tournaments. The holiday homes and condominiums are some of the most exclusive that Mallorca has to offer. Quality that speaks for itself – and for which the Schörghuber family, the founders and owners of Arabella Hospitality, has over the years received awards and recognition as “pioneers of quality tourism on Mallorca” from different institutions on the island.

All three of Arabella Hospitality’s five-star hotels are operated under brands belonging to Marriott International and are located near Palma – far away from low-budget and party tourism venues. The Castillo Hotel Son Vida, a Luxury Collection Hotel, is situated on an estate whose history dates back to the 13th century. A historic ambiance in which tradition and tourism blend so well that even Spain’s royal family has felt at home here.

The World Travel Awards named the most luxurious property in the portfolio, the St. Regis Mardavall Mallorca Resort, Spain’s Leading Resort 2022. The property, which resembles an exclusive summer residence, is situated in a picturesque bay on Punta Negra. The spa is one of the largest in Europe and the hotel restaurant Es Fum has for years regularly been awarded a Michelin star.

The Sheraton Mallorca Arabella Golf Hotel is the hotel of choice for golf enthusiasts. Built in the style of a Spanish manor house, it is one of the leading golf resorts in Europe and is situated next to the oldest golf course on the island, Golf Son Vida. The fairways of two of the three other Arabella courses, Golf Son Quint and Golf Son Muntaner, extend across terrain in the immediate vicinity. The latter is the only course on the Balearic Islands to join the ranks of the European Tour Destinations and is the venue for the Mallorca Golf Open, part of the DP World Tour – in other words, a world-class golf course.

A Spanish subsidiary of Arabella Hospitality is building high-end holiday homes and condominiums for those who would like to live long term on the sunny island, on their own little piece of Mallorca. The most recently built Son Vida Residences, situated in a highly-coveted location on a southwest-facing hillside, boast ocean views and large terraces with pools. If they so wish, owners have access to the neighboring Castillo Hotel Son Vida and to the Arabella golf courses.

FACTS AND FIGURES

4,700 m²

is the size of the spa at the St. Regis Mardavall Mallorca Resort. In addition to a whirlpool, dry sauna, ice cave and Egyptian saltwater pool, there are 11 treatment rooms where highly qualified therapists, including two Chinese doctors, create a harmonious balance between body, mind and soul with a selection of 60 treatments.

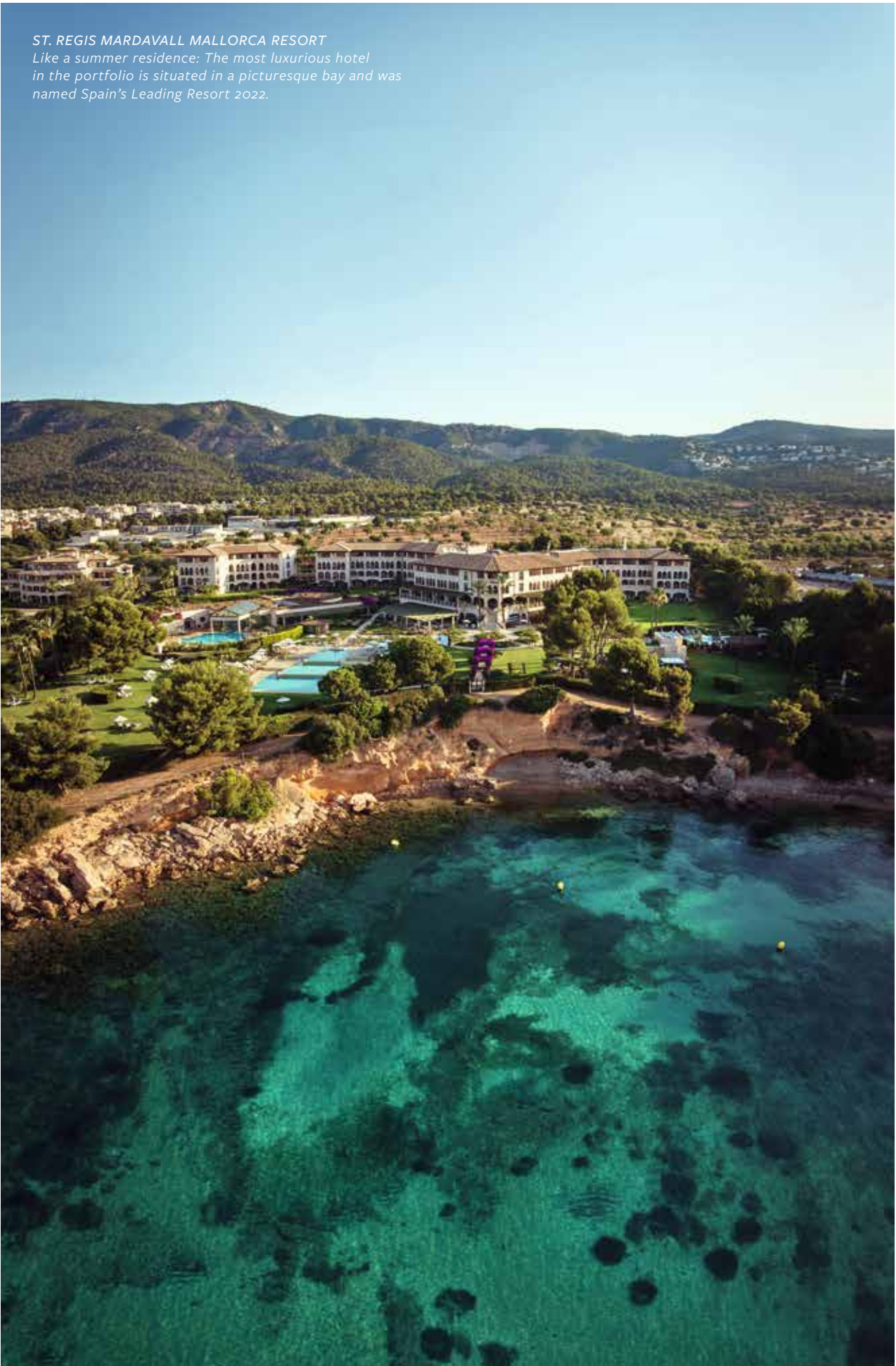
€ 2.15 million

was the price of the most expensive of the Son Vida Residences. The 16 luxury holiday homes in the exclusive residential area of Son Vida were built by the subsidiary Vibelba. The lushly landscaped homes, which boast cubic architecture, large expanses of glass and large terraces, sold very quickly.

1964

is the year that Golf Son Vida, the first golf course on the Balearic island, opened. Today it is a legend. Its fairways stretch along the villas of Son Vida and demand a smart game strategy. The final 5-par hole, with the second shot over water, is a challenge for even the best and boldest of golfers.

ST. REGIS MARDAVALL MALLORCA RESORT
Like a summer residence: The most luxurious hotel in the portfolio is situated in a picturesque bay and was named Spain’s Leading Resort 2022.



GOLF SON MUNTANER
Conserving resources: The four Arabella
Golf Mallorca golf courses are among the most
sustainable worldwide.

GREEN TOURISM

Protecting the climate, conserving resources, avoiding waste: Arabella Hospitality’s hotels and golf courses are pioneers of sustainable tourism on Mallorca. Focus today is no longer placed on reducing the negative impact but on increasing the positive impact.

Sustainability at Arabella Hospitality is not merely a trend but the foundation of its business. Only responsible tourism that protects the climate, preserves the island’s natural resources and is of equal benefit to both guests and residents will ensure Mallorca remains what it is today: a dream holiday destination that boasts breathtaking nature, a rich culture and a friendly and welcoming populace.

As a member of the global Sustainable Hospitality Alliance (SHA), Arabella Hospitality is driving change forward across the industry. Our luxury hotels and world-class golf courses are playing a pioneering role when it comes environmental friendliness and climate protection in the context of tourism on Mallorca. Detailed facts and figures are published in the annual ESG report.

Our three hotels were the very first hotels on the Balearic island to be awarded a Green Key certificate. As part of the certification process conducted by the international environmental program, the Castillo Hotel Son Vida, a Luxury Collection Hotel, the St. Regis Mardavall Mallorca Resort and the Sheraton Mallorca Arabella Golf Hotel were audited with regard to all aspects of sustainability: overall commitment to the environment, water, energy and waste management, hygiene and cleanliness, handling of food and suppliers, participation and involvement of employees.

All three hotels have been equipped with solar thermal systems. The Sheraton Mallorca Arabella Golf Hotel has reduced its CO₂ emissions from fossil fuels to zero. The Castillo Hotel Son Vida features state-of-the-art systems for saving water and electricity and provides electric cars for use by its guests. And visitors to the St. Regis Mardavall Mallorca Resort can cruise the Mediterranean with zero emissions and virtually no noise in electric-powered llaüts, traditional Mallorcan fishing boats.

The Finhava project, initiated together with Arabella Hospitality España, demonstrates how a sustainable circular economy can be achieved. The hotels’ organic waste is scanned, digitally recorded and turned into organic compost at the recycling plants operated by a recycling company. This means that the organic waste from the breakfast buffet is turned into compost and used to grow new fruit and vegetables.

Thanks to the Green Evolution environmental protection program, the four Arabella Golf Mallorca courses rank among the most sustainable golf courses in the world. All the grassed areas are watered using recycled wastewater and the robust Bermuda grass reduces water consumption. Plastic bottles are banned from the golf courses and have been replaced by water dispensers and reusable bottles. Natural plant protection products are used instead of chemical fertilizers. One hundred and 160 olive trees have been planted along the fairways. The oil they produce, a sustainable culinary delight, is served in the clubhouses.

FACTS AND FIGURES

100 %	13,481 kg	1 million liters
of the electricity used by all the hotels and golf courses on Mallorca comes from renewable sources. In addition, the Sheraton Mallorca Arabella Golf Hotel is climate neutral, making it a pioneer in the industry. The hotel uses no gas or oil and therefore has no carbon footprint from fossil fuels.	of fruit and vegetables from the Finhava circular economy landed on plates at the three Arabella Hospitality España hotels in 2022 – in other words, 300 grams per guest per day. The food was grown using what had previously be left on those same plates, namely 30,355 kilos of organic compost, processed by the local recycling company TIRME.	of wastewater were treated in 2022 and used to irrigate the greens and fairways on the four Arabella Golf Mallorca golf courses. Much of the gray water comes from bathrooms and washing machines in Palma de Mallorca and was pumped from the capital to the golf courses under an agreement with the local water supplier.

THE HOTEL PORTFOLIO



MUNICH
ROSEWOOD MUNICH
Ultra Luxury
132 rooms, including 47 suites
One restaurant, two bars
1,326 m² spa with pool
1,015 m² conference area
Opening in the autumn of 2023



MUNICH
THE WESTIN GRAND MUNICH
Upper Upscale
627 rooms, including 29 suites
Two restaurants, one bar
1,500 m² spa with pool
4,826 m² conference area



MUNICH
FOUR POINTS BY SHERATON MUNICH ARABELLAPARK
Midscale
446 rooms, including 17 suites
One breakfast restaurant, one bar
800 m² spa with pool



MUNICH
RESIDENCE INN BY MARRIOTT MUNICH CENTRAL
Extended Stay
95 studios with kitchenette, including five suites
Self-service
Gym



MUNICH
ALOFT MUNICH
Midscale
184 rooms, including 13 suites
Breakfast buffet, one bar
Gym
100 m² conference area



UPPER BAVARIA
ARABELLA ALPENHOTEL AM SPITZINGSEE
Upscale
120 rooms, including 12 suites
Three restaurants, one bar
850 m² spa with pool
650 m² conference area
Spitzing Alm for events



FRANKFURT
THE WESTIN GRAND FRANKFURT
Upper Upscale
372 rooms, including 17 suites
One restaurant, one bar
380 m² spa with pool
894 m² conference area



HAMBURG
THE WESTIN HAMBURG
Upper Upscale
244 rooms, including 39 suites
One restaurant, one bar
1,300 m² spa with pool
826 m² conference area



HANOVER
SHERATON HANOVER PELIKAN HOTEL
Upscale
147 rooms, including 14 suites
One restaurant, one bar
Gym
560 m² conference area



STUTTGART
ALOFT STUTTGART
Midscale
165 rooms, including 9 suites
Breakfast buffet, one bar
Gym
65 m² conference area



AUSTRIA
ROSEWOOD SCHLOSS FUSCHL
Ultra Luxury
98 rooms, including 46 suites and six chalets
Two restaurants, two bars
1,255 m² spa with two pools
770 m² conference area
Golf & Country Club Schloss Fuschl
Opening in the spring of 2024



AUSTRIA
ARABELLA JAGDHOF RESORT AM FUSCHLSEE
Upscale
143 rooms, including 19 suites
Two restaurants, one bar, one café
800 m² spa with pool
1,500 m² conference area
Golf & Country Club Schloss Fuschl



SWITZERLAND
NEUES SCHLOSS PRIVAT HOTEL ZURICH, AUTOGRAPH COLLECTION
Upper Upscale
57 rooms, including 9 suites
One restaurant, one bar
40 m² conference area



SWITZERLAND
SHERATON ZURICH HOTEL
Upscale
197 rooms, including 32 suites
One restaurant, one bar
Gym
613 m² conference area



SPAIN/MALLORCA
CASTILLO HOTEL SON VIDA, A LUXURY COLLECTION HOTEL
Luxury
164 rooms, including 10 suites
Three restaurants, two bars
900 m² spa area with three pools
789 m² conference area



SPAIN/MALLORCA
THE ST. REGIS MARDAVALL MALLORCA RESORT
Ultra Luxury
125 rooms, including 10 suites
Two restaurants, two bars
4,700 m² spa with two pools
951 m² conference area



SPAIN/MALLORCA
SHERATON MALLORCA ARABELLA GOLF HOTEL
Upscale
93 rooms, including one suite
Two restaurants, one bar
843 m² spa with two pools
110 m² conference area



SPAIN/MALLORCA
ARABELLA GOLF MALLORCA
Golf Son Vida
Golf Son Muntaner
Golf Son Quint
Palma Pitch & Putt

SCHÖRGHUBER GROUP

A Bavarian, family-owned company with a proud tradition and a bright future

Arabella Hospitality is part of the Munich-based Schörghuber Group, which not only enjoys national and international success in the hotel business but also in the business sectors development, real estate, beverages and seafood.

The nucleus of the family business is Bayerische Hausbau, which was founded in 1954 and is involved in developing and building residential and commercial properties in Munich, Hamburg and Berlin. The company also has a portfolio of attractive, cityscape-defining properties located primarily in Munich and valued in the region of 3.5 billion euros.

The Paulaner Brewery Group, a joint venture with the Dutch Heineken brewery group, is one of the largest regional brewery groups in Germany and boasts brands like Paulaner, Hacker-Pschorr, Mönchshof and Fürsten-

berg. With six breweries in Bavaria, Baden-Württemberg and Hesse and a majority shareholding in Kulmbacher Brauerei AG, it bundles regionally diverse beers and centuries-old brewing tradition under a single roof.

Productos del Mar Ventisqueros focuses on the farming and marketing of high-grade Atlantic salmon and Pacific salmon (coho). The company has neatly rounded off the Schörghuber Group's international activities since 2011 and is one of Chile's top 10 producers of farmed salmon. As a member of the Global Salmon Initiative (GSI), Ventisqueros is committed to sustainable salmon farming. The common values sustainability, innovation and quality forge a bond between all the business divisions. Their approximately 5,200 employees ensure that customers enjoy the benefits of these shared values every single day.

CONTACT

We provide you with the full range of services of a hotel operator from a single source.

CHRISTIAN HRIBAR
Head of Development
Arabella Hospitality SE

Denninger Straße 169
D – 81925 München
T +49 89 93001-510
ch.hribar@arabella.com
www.arabella.com



REAL ESTATE AND DEVELOPMENT



HOTELS



BEVERAGES



SEAFOOD



PUBLISHED BY
Arabella Hospitality SE
Denninger Straße 165
D – 81925 München
T +49 89 93001-6464
F +49 89 93001-6803
www.arabella.com

CONCEPT AND TEXT
APCO Worldwide
Munich

DESIGN
Anzinger und Rasp
Kommunikation GmbH, Munich

TRANSLATION
Elizabeth Kay-Müller, Geretsried

COPYRIGHT

Cover	Marriott International
Page	
2–3	Patrick Langwallner
4–5	Marriott International
8–11	Marriott International
13	Bayerische Hausbau
14–19	Marriott International
21	Arabella Hospitality España
22	Son Vida Golf, S.L.
24–25	Bayerische Hausbau, Marriott International, HAMEL FOTOGRAFIE – Matthias Hamel, JOI-Design Innenarchitekten, Arabella Alpenhotel am Spitzingsee, Andreas Gall, Helge Kirch- berger Photography, Arabella Golf Mallorca
26	Bayerische Hausbau, Paulaner Brauerei Gruppe, Marriott International, Thnathip Pha Tir Wat'hn/ EyeEm/Getty Images
28	Marriott International

In the German version of this publication, the masculine form of nouns and pronouns are used in order to improve readability. The corresponding terms apply equally to all genders. The masculine form of speech is used for editorial reasons only and is not intended to be discriminatory.

This brochure is printed on FSC®-certified paper.

The paper for this brochure is Cradle to Cradle Certified® at Bronze level. Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.



