



GRANDHOTEL RÖMERBAD

Badenweiler: A new investment partner for a prestigious Grandhotel Roemerbad

The present owner of Grandhotel Roemerbad, Von der Heyden Group, and a current hotel operator, IBB Hotel Collection, are pleased to establish co-operation with a group of private investors from Thailand. Owing to their financial contribution to a traditional business venture in the Black Forest, the necessary renovations of the hotel will be conducted.

(Badenweiler, 02.10.2013) On Tuesday, the hotel management informed about the changes concerning the ownership structure of the Grandhotel Roemerbad. Due to the cooperation with a new partner – the investor from Thailand – the best-known hotel in this region will optimistically enter into the future. New investors represent a group of Thailand companies, including construction and developers that run hotels and are engaged in medical tourism. 'Our intention was to find a strategic partner that would not only be able to support Roemerbad hotel financially but also to offer a long-term cooperation and be eager to go beyond traditional hotel management. The tourist environment in the region is not easy for hotels with no clear product and target group orientation; however, our new co-partners can recognize the potential of this place and Roemerbad's prominent role in the region. We intend to carry out more projects in Europe with our new business partners', says Sven von der Heyden, the Chairman of Von der Heyden Group, the hotel's owner since 2009.

Vladimir Saal and Sandra Kunert, who have been running the hotel since 2011, are optimistic about the future: 'Our new co-investors have fallen in love with the hotel and its location at their first visit. Numerous opportunities for relaxation and recreation immediately aroused the desire among our partners to engage in the venture in Badenweiler. Also, their knowledge and contacts in the international medical tourism will be of big significance. Confidence in the existing cooperation between the hotel management, local authorities and offices for historical monuments protection is so great that there are plans to entrust future ventures to the existing management team. There would be no changes in the staff.'

New action plans are going to be developed with an aim to rearrange hotel's general look. There is an intention to expand the works currently conducted in the technical premises of the hotel to the sections for guests. Professionals will shortly commence works. They will make their best to meet strict requirements set by monument protection specialists, with whom the cooperation proceeded perfectly so far.

The scope of services offered by historic first-class Grandhotel Roemerbad is to be expanded that would allow our guests to experience a true hospitality of Roemerbad with even greater pleasure than before. 'Since many years have our employees been embodying a warm true hospitality coming from their hearts. We expect that once they understand the purpose of the investment, which is to show the guests a modern ambiance in the historic building, their attachment to it and client's satisfaction will significantly be enhanced.'

Further information will be provided as soon as the schedule for particular stages of revitalization are completed.

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