PRESS RELEASE
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The luxury hotel of the future for business and lifestyle: The Kameha Grand Bonn sets a new standard

Architectural highlights of the cities, a prominent social meeting place and a place of enjoyment for guests and society – this is what Grand Hotels stand for. In autumn 2009, one of Germany's most innovative hotel projects will open in Bonn and a new milestone for luxury hotels will be set: The Kameha Grand Bonn.

The first encounter with the hotel makes a bold statement. A few minutes outside of the city centre, the Kameha Grand Bonn is tucked in a gracious bend of the famous river Rhine beneath the slowly rising hills of the "Siebengebirge." While its massive structure stands out as a confident landmark it does show intricate details like the curvy shape and huge glass fronts that add an approachable and open quality to it.
"Usually when you look at a building you are immediately facing limitations of space. With this property we found this huge 'playground' that really enabled us to be creative and reconsider everything commonly perceived as best practice." says president & CEO of the Luxury Hospitality & Entertainment Group (LH&E Group), Carsten Rath.

The Kameha Grand Bonn – business and leisure

The Kameha Grand Bonn showcases a new, creative and holistic approach for a modern corporate hotel; a hotel that unites the vibrant and lively atmosphere of a business hotel with the style, intimacy and exclusivity of a luxury grand hotel. "These days every successful business needs creativity, hence we wanted to create a place to support that, a place that – thanks to not only its technology and functionality, but also the exhilarating interior design – enables our guests to work and play, be efficient and be inspired at the same time. Their work becomes more exciting, and thus more successful."

One of the most important aspects of the Kameha Grand Bonn is providing approachable, friendly and unobtrusive service. The individual preferences and wishes of the guests are key priority and the service is accordingly flexible to cater for these needs.

Exceptional interior design

The famous international designer, Marcel Wanders, was the creator of the interior of the hotel and successfully broke away from the classical hotel style to create his own masterpiece. “Typical business hotels are very serious and practical, usually very boring too” says the famous designer, whose work is currently on display in the Museum of Modern Art in New York and San Francisco. “Corporate and event hotels should be exciting, stimulating and inspiring; they should offer a high standard of living and a corresponding lifestyle. The Kameha Grand Bonn is a place full of surprises, of beauty and energy, a place that is sexy and cool.”

Marcel Wanders’ designs for the Kameha Grand Bonn are exceptional. In order to segment the large dimensions into smaller sections, without losing the overall airiness, highly individual solutions had to be found. The solution was to create small, intimate areas that can be removed at any time when the large space is required. This was accomplished using light, flowing materials that come down from the ceiling creating private “meeting islands” that exist within the midst of the vibrant life of the hotel. Exaggerations were also used to play with dimensions. This can be seen in the large chandeliers, the big pool table for up to eleven people and some of the chairs; it adds a fun quality, a twinkle of the eye.

The new geothermal concept

With its innovative geothermal concept, the Kameha Grand Bonn acts according to its ecological responsibility: for a hotel of these dimensions it is essential to develop an understanding of values and a sustainable handling of the earth’s resources. With the geothermal concept, the Kameha Grand Bonn is able to cater for 70 per cent of its heating and cooling needs. The geothermal power plant in the basement of the hotel and the energy storing water keep energy consumption low. CO2 emissions are reduced by roughly 400 tons. This way, guests can keep their cool during meetings and events, and stay warm when they go to bed, all with a clear conscience.

New dimensions at *Bonner Bogen*

The massive 18 metre high glazed, multifunction event hall offers a capacity of 2500 people and an impressive location for special events presentations, conferences, fashions shows or concerts. It is the centre piece of the spectacular architecture of the hotel. “With the building’s eaves tapering down to the Rhine bank and the large terraces, we have created an unmistakeably soft form for the building” says Karl-Heinz Schommer, the architect of the Kameha Grand Bonn. Out of the 254 rooms, 60 are suites. With an average size of 34 square metres and a height of 3.10 meters, the rooms are airy with enough space to let one’s thoughts wander freely.

Large windows open over the scenic landscape of the Rhine and the “Siebengebirge.” On the rooftop terrace the pool almost gives the impression that one can swim directly into the Rhine itself. The Spa and fitness centre have their own floor of 785 square metres and are available to satisfy all sporting needs. The floor is equipped with variously sized rooms, terraces, fitness machines, pilates and yoga room and three saunas, some of which have stunning views over the surrounding landscape.

Individual suites

In order for the Kameha Grand Bonn to meet the various preferences and desires of its guests, Marcel Wanders varied the design of the suites. For example, “workaholic rooms” were created to cater for guests who need to work all night and are equipped with all the potentially necessary equipment like fax, beamer, printer and special meeting areas. The “Ladies Suite” is specially designed for business women who travel frequently. It offers additional comforts such as: well-lit make-up table, soft interior colours, indirect light, magazines and special cosmetics. In the “Game Suite” guests will find, among others, a WII-station, dart games, golf putting green and a pinball machine for their entertainment. Perfect for the child within or adults travelling with children.

The suites on the fifth floor are luxuriously designed with breakfast and conference areas and a private balcony. The three king suites measure 100 square meters and the presidential suite stretches over a grand 300 square metres.

“Our pricing policy for the Grand Kameha Bonn is unique within the German hotel market. The surcharge for a suite is equal in percentage as the gap between a standard room to the next highest room category.” says Carsten Rath. “This pricing policy makes it more attractive to upgrade to a suite for special occasions such as a wedding anniversary.”

Bonn is where the headquarters for several DAX noted companies, such as Deutsche Telekom, Deutsche Post and Postbank and other prominent companies like Haribo, Verpoorten, Solarworld, Fairtrade, IVG Immobilien, and five of Germany’s federal ministries as well as 17 UN Institutions, are located. The Kameha Grand Bonn, a luxury and top class hotel, puts Bonn on the global map as an important city for future events such as conferences, award shows, luxury presentation in league with Munich, Hamburg and Berlin.

Luxury Hospitality & Entertainment Group (LH&E)
The LH&E Group is a hotel management company based in Switzerland that focuses on international luxury hotels and resorts, luxury residences and lifestyle gastronomy. The LH&E Group was founded by private investors and operates the Kameha Hotels & Resorts AG and the King Kamehameha AG.

The Kameha Grand Bonn – Fact Sheet

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Total area inside:	18.650 square metres including: 14.000 square metres hotel area 1.985 square metres hospitality area 2.665 square metres for events
Total area outside:	1.635 square metres
Number of rooms:	196 rooms with an average of 34 square metres
Number of suites:	54 suites with an average of 45 square metres 3 king suites, 117 square metres 1 presidential suite, 300 square metres
Rates:	Rack rate of 250 Euro for the double room
Restaurant:	Restaurant with 230 seats Sushi bar with 40 seats
Bars & Lounges:	Reingold bar, 70 seats Lobby bar, 75 seats Atrium bar, 80 seats Cigar lounge, 25 seats VIP lounge, 75 seats
Terrace:	Rhine terrace, 250 seats Club terrace, 75 seats Terrace Atrium, 25 seats
Conference facilities:	Event area, 1330 square metres, 1500 persons Multimedia and ball room, 535 square metres, 500 persons Banquet room, 310 square metres, 300 persons (All rooms can be connected with each other to offer enough space for 2500 persons) 5 conference rooms, 30-120 square metres 17-100 persons 2 meeting rooms, 20 and 30 square metres, 12 and 17 persons Executive Club meeting room (5th floor), 16 persons
Spa area:	Spa and Fitness, 3rd and 4th floor, 785 square metres • Heated outdoor pool (15 x 5 metres) with view on the Rhine River and the “Rheinaue” park

- Three Saunas, partially glazed with view of the Siebengebirge mountains
- Six treatment rooms and one treatment room for couples
- Fitness area with large number of exercise machines (rowing, spinning cycles, treadmills, weights etc)
- Pilates, yoga, gymnastics
- Terrace
- 3 individual outdoor pools
- Relax area
- Health bar

Opening: Fall 2009

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